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Nyu marketing masters

The concentration in Integrated Marketing with a focus on Digital Marketing is designed to equip individuals for roles in managing integrated marketing campaigns through various digital channels. This includes expertise in content marketing, search engine optimization, social media marketing, mobile marketing, and e-commerce among other areas. The program teaches students how to measure the impact and effectiveness of digital strategies, select relevant platforms and channels for consumer targeting, and develop creative digitally-specific marketing campaigns. While not solely a social media concentration, it allows for in-depth exploration of marketing on various platforms like Facebook, Twitter, LinkedIn, YouTube, and Instagram. Additionally, students learn about storytelling, content management, and customer experience curation - essential skills for digital marketers. The program is centered around developing consumer insights, understanding the impact of different digital platforms, crafting strategies, planning campaigns, and measuring their effectiveness. A master's degree in marketing with a concentration in Digital Marketing provides practical knowledge in the field, making graduates suitable for roles such as content management specialists, social media managers, SEO/SEM experts, marketing analysts, and demand generation professionals. The Master of Science in Marketing & Retail Science at NYU Stern and NYU Shanghai equips students with valuable skill-sets to excel in digital marketing and drive business success. The program offers a comprehensive curriculum that covers both foundational marketing principles and cutting-edge strategies for the digital economy. Graduates will gain expertise in areas such as consumer behavior, branding, data-driven decision making, and new retail technology, allowing them to thrive in today's fast-paced marketing landscape. Through experiential learning capstone courses paired with leading companies, students develop practical skills and tackle real-world business problems. Leveraging NYU Stern and NYU Shanghai's renowned resources, the program fosters strong connections between academia and industry, enabling students to learn from distinguished faculty and practitioners. Additional academic policies can be found on the New York University Policy pages, as well as the Stern Graduate Academic Policies page. The Master of Science in Integrated Marketing program at the NYU School of Professional Studies prepares students to become leaders by providing them with theoretical knowledge, analytical skills, and effective methodologies to implement marketing campaigns that grow market share and increase an organization's bottom line. The program focuses on various topics related to marketing, offering a strong curricular foundation through core courses. Students can also specialize in key areas such as digital marketing, brand management, or marketing analytics. To apply, students must submit general application requirements, including the application fee, college transcripts, resume, and statement of purpose, among other documents. The program requires 42 credits for completion, which includes concentrations in brand management, digital marketing, and marketing analytics. Upon successful completion, graduates will be able to analyze existing marketing campaigns, formulate new solutions, evaluate financial opportunities, appraise marketing strategies, design data analytics tools, interpret data to predict consumer behavior, assemble a traditional and digital marketing effort, create new marketing strategies, integrate emerging marketing tools, and argue the merit of an integrated marketing campaign. To develop a comprehensive business plan proposal, please refer to the NYU Policy pages for university-wide policies, as well as the School of Professional Studies academic policy page for additional guidelines. The proposed program is specifically designed for marketing and PR executives aiming to rise in their careers. It features a 5-semester structure, with one week in-person at the start, four days in-person at the end, and online sessions in between, offering flexibility for working professionals to complete their degree. This NYU School of Professional Studies program is led by senior-level professionals and aims to equip students with expertise in marketing and communications within a rapidly changing industry. It leverages NYU's global recognition as a research university, providing invaluable networking opportunities and the competitive edge needed for success in this field. Key aspects of the program include mastering new fundamental skills in data-driven solutions, technology-enabled processes, and online-mediated interactions; finding the right perspective to navigate competition, consumers, collaborators, and societal trends; identifying paths to grow through innovative approaches across distribution, pricing, product development, promotion, and business model innovation; speaking the language of business by understanding pivotal inflection points and commanding confidence in driving profitable growth; and making it happen through personal resilience, empathy, collaboration, and translating complex ideas into action. Upon graduation with a marketing degree, students are trained to design, manage, and measure impactful marketing campaigns across multiple media channels. They are also equipped to set strategies for growing brands, services, products, and organizations, ultimately becoming brand managers, digital experts, or leaders in their respective fields. The MS in Integrated Marketing Analytics Concentration program equips students with essential skills to analyze data-driven insights in marketing. By focusing on analytics and statistical modeling techniques, graduates are prepared for careers that drive critical decision-making in marketing strategy. The curriculum offers a comprehensive toolkit for analyzing and acting upon marketing results, covering web analytics, search engine optimization, and measurement tools like PPC and clickstream analytics. Students learn to report findings using data visualization and develop actionable recommendations based on marketing data analysis. Leveraging machine learning and data-driven approaches, Marketing Analytics generates insights about campaign performance, consumer behavior, and market impact. This field of study involves analyzing large datasets to identify patterns, predict outcomes, and optimize marketing strategies for websites, search engine marketing, pay-per-click advertising, email marketing, and display advertising. With a solid understanding of analytics, marketing analysts can inform strategy, focus spending on high-impact initiatives, and drive growth, brand reputation, and value perception. data analysis is increasingly dependent on analytics software, and with the exponential growth of data, analysts play a vital role in driving business success.