Master of Science in Marketing Science

The Master of Science in Marketing Science program is a two-term, STEM-eligible curriculum that focuses on data-driven marketing decision-making and analytics. The program prepares professionals to contribute in a variety of industries, consulting firms, not-for-profits, government, and other organizations that value marketing analytics and data-driven strategy.
Program Benefits. In a competitive job market, the technical skills and expertise gained through the coursework component of a PhD program become increasingly valuable. The MS in Marketing Science is an intensive two-semester program that trains academically distinguished students in marketing research and quantitative analytics through a rigorous curriculum involving a combination of PhD and MBA classes.

Academics
The Master of Science in Marketing Science requires two semesters of full-time study (fall and spring) at Columbia Business School.

Students need to complete a minimum of 10 full graduate-level courses (30 credits) composed as follows:

- Five core courses, including Mathematical Methods, Marketing Models, and Multivariate Statistics
- A maximum of two full term MBA electives in marketing
- A minimum of two electives chosen from courses offered by the Doctoral Program or by other schools at Columbia University (e.g., engineering, economics, statistics, computer science, psychology, journalism)

Career Outlook
The MS in Marketing Science program equips students with training in statistics, data analysis, and object-oriented programming to excel within analytics consulting, tech, consumer products, media, healthcare, startups, and other organizations where data analytics adds value.

Typical Job Titles
- Global Product Marketing Analyst
- Analyst
- Corporate Strategy Analyst
- Data Science Engineer
- Senior Customer Success Analyst
- Data Analyst
- Researcher
- Senior Analyst, Analytics Team
- Product Manager
- Product Analyst
- Operations Analyst
- Pricing Analyst

Where Have Graduates Gone?
- 59% Tech/E-commerce
- 13% Retail/Luxury Goods
- 7% Media
- 7% Analytics Consulting
- 7% Financial — Insurance
- 7% Non-profit

Prerequisites
Prior to commencing the program, admitted students are required to have completed a probability and statistics course at the undergraduate level. It is also desirable that admitted applicants have taken a course in marketing management and a course in microeconomics.

In addition, it is highly recommended that students develop some knowledge and experience working with SQL and any one of the statistical programming languages such as R, Python, or MATLAB. Additional experience in SPSS, SAS, or Stata can be beneficial.

Master Thesis
MS in Marketing Science students have the option to complete a master thesis (for course credit) under the supervision of a faculty adviser. Students will provide regular progress reports on their work. The project will generally be grounded in an industry-related problem and/or a relevant academic research question. Alternatively, students can take a specified PhD-level class in lieu of completing a thesis.

“With the growing array of marketing channels and explosion of data in modern business contexts, businesses are increasingly looking for individuals who can extract insights from data to support managerial decisions. The MSMK program focuses on developing students with the analytical tools and the strategic understanding to support this need.”

Alonzo Martinez
Senior Lecturer, MS in Marketing Science Program

GET STARTED
The application opens on August 1, 2019 and closes on January 7, 2020 at 11:59 p.m. EST for the class entering in the upcoming fall semester. Applications are accepted on a rolling basis. Candidates who completed and submit their applications before the deadline will have their applications reviewed and decisions rendered six weeks after receipt of the completed application. We welcome your questions and invite you to connect with our Admissions team by emailing msprograms@gsb.columbia.edu.

Columbia Business School
Master of Science Program
203 Uris Hall
3022 Broadway, MC 9133
New York, NY 10027-6902

ABOUT COLUMBIA BUSINESS SCHOOL
Columbia Business School is the only Ivy League business school that delivers a learning experience where academic excellence meets real-time exposure to the pulse of business, developing leaders with the knowledge and instinct to make a powerful impact on the world.

Our faculty members are the best minds in their fields, and their groundbreaking research influences business practices in every sector. Informed in real-time by the global business environment, they teach a transformative and ever-evolving curriculum that develops leaders poised to create opportunity in any environment. At Columbia, our students find the support, network, and opportunity to thrive. We offer students unparalleled access to leaders from across industries—in the classroom, throughout the city, and around the globe. Our 46,000+ alumni are tackling the increasingly complex problems of today and making a difference, not only in their own industries and sectors, but also for society at large.