

MARKETING AND RETAIL SCIENCE (MS)

Department Website (<https://stern.shanghai.nyu.edu/en/program/ms-marketing-and-retail-science/>)

NYSED: 40121 HEGIS: 0509.00 CIP: 52.1401

Program Description

The Master of Science in Marketing and Retail Science is a master's program with a global track at NYU Shanghai, and is designed to prepare students for the future of marketing and retailing. Graduates of the program will be equipped to pursue careers in both traditional marketing positions in global and Chinese companies, as well as in e-commerce and other companies in the digital economy. The curriculum has both the aspects of the foundations of marketing management, as well as the characteristics of the new marketing environment noted above. As a result, the program includes foundational courses in marketing such as Consumer Behavior, Branding, and others that every marketing manager is required to have. In addition, there are courses in Marketing Analytics, New Retail Technology, Digital Marketing, Data-Driven Decision Making, and others that will enable the student to excel in the new data and the analytical era of marketing and retailing. The curriculum is designed to incorporate elements specific to the Chinese and Asian markets. The program culminates with a semester-long experiential learning capstone course, which pairs students with leading companies to address a real business problem.

Our program leverages the strong intellectual and instructional resources of NYU Stern and NYU Shanghai. Students will have the opportunity to learn from faculty who are excellent instructors and cutting-edge researchers and to interact with practitioners who are experienced marketers and successful business leaders in the new era.

Admissions

Applications for the NYU Stern - NYU Shanghai Master of Science in Marketing and Retail Science are accepted for the **Summer start** term only.

See MS in Marketing and Retail Science (<https://stern.shanghai.nyu.edu/en/admissions/ms-marketing-and-retail-science/>) for admission requirements and instructions specific to this program.

Program Requirements

The program requires the completion of 36 credits, comprised of the following:

Course	Title	Credits
Major Requirements		
SHBI-GB 7105	Business Communications	1.5
SHBI-GB 7300	Statistics & Data Analysis	3
SHBI-GB 7304	Dealing with Data and Introduction to Python Programming	3
SHBI-GB 7320	Marketing Management	3
SHBI-GB 7321	Data-Driven Decision-Making	3
SHBI-GB 7326	Retail Technology and Channel Management	3
SHBI-GB 7331	Pricing	3
SHBI-GB 7119	Consumer Behavior	1.5
Electives		1.5
SHBI-GB 7127	Brand Strategy	1.5
SHBI-GB 7315	Capstone Seminar	3
SHBI-GB 7130	Professional Responsibility and Leadership	1.5
Total Credits		36

SHBI-GB 7119	Consumer Behavior	1.5
SHBI-GB 7127	Brand Strategy	1.5
SHBI-GB 7315	Capstone Seminar	3
SHBI-GB 7130	Professional Responsibility and Leadership	1.5
Electives		
SHBI-GB 7321	Other Elective Credits	6
Total Credits		36

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
SHBI-GB 7105	Business Communications	1.5
SHBI-GB 7300	Statistics & Data Analysis	3
SHBI-GB 7304	Dealing with Data and Introduction to Python Programming	3
SHBI-GB 7320	Marketing Management	3
SHBI-GB 7321	Data-Driven Decision-Making	3
Credits		13.5
2nd Semester/Term		
SHBI-GB 7326	Retail Technology and Channel Management	3
SHBI-GB 7331	Pricing	3
SHBI-GB 7119	Consumer Behavior	1.5
Elective		1.5
Credits		9
3rd Semester/Term		
SHBI-GB 7127	Brand Strategy ¹	1.5
SHBI-GB 7315	Capstone Seminar	3
SHBI-GB 7130	Professional Responsibility and Leadership	1.5
SHBI-GB 7334	Digital Marketing	3
Elective		4.5
Credits		13.5
Total Credits		36

¹ This course is taken in January.

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Be skilled at gathering and analyzing information for use in making marketing decisions.
2. Be prepared to be effective marketing managers with strong decision-making skills.
3. Be strong communicators and have the ability to work effectively on a team.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

Stern Policies

Additional academic policies can be found on the Stern Graduate Academic Policies page (<https://bulletins.nyu.edu/graduate/business/academic-policies/>).