

MARKETING AND STRATEGIC COMMUNICATIONS, EXECUTIVE (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/executive-masters-in-marketing-and-strategic-communications.html>)

NYSED: 41874 **HEGIS:** 0509.00 **CIP:** 52.1401

Program Description

The School of Professional Studies (SPS) will grant an Executive Master of Science in Marketing and Strategic Communications (EMSMSC) after the successful completion of 30-credits. The program aims to graduate marketing and communications professionals better equipped to lead and drive business growth in a range of product and service categories across a number of geographic markets, and ready to assume more senior roles such as Chief Marketing Officer (CMO) or Chief Communications Officer (CCO).

The program is targeted towards two major populations:

1. marketing and communications executives, with a minimum of 8 years of experience or more, who wish to advance in their careers, with a deeper, more up-to-date set of skills, and
2. for marketing and communications practitioners, established in one industry vertical who want to switch direction by working in another industry (e.g., moving from financial services marketing to beauty and luxury marketing).

We also expect some seasoned professionals from adjacent fields, like sales and operations, who are interested in broadening their portfolio and capabilities, to include marketing and communication, in order to better prepare themselves for more operational roles such as General Managers and Regional Presidents. Indeed, the broader opportunity for the program is ensuring that graduates are trained to enter and thrive in the new emerging roles like “Chief Growth Officer” or “Chief Experience Officer.” i.e., prepared to think expansively and critically about the challenges of driving business growth and integrating several related functions into a cohesive unit.

Admissions

All applicants to the School of Professional Studies (SPS) are required to submit the general application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/general-graduate-admissions-criteria.html>), which include:

- Application Fee
- College/University Transcripts
- Résumé
- Statement of Purpose
- Degree Requirements
- Recommendations
- Kira Talent Assessment
- Degree-Specific Requirements
- English Language Assessment
- Pearson Versant English Placement Test

- International Transcript Evaluation
- International Student Visa Requirements

See degree specific application requirements (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for instructions specific to this program.

Program Requirements

The program requires the completion of 30 credits, comprised of the following:

Course	Title	Credits
Core Requirements		
EMSC1-GC 10	Developing and Driving Actionable Customer Insights	1.5
EMSC1-GC 20	Deciding on Where to Play and How to Win	1.5
EMSC1-GC 30	Harnessing Data Science to Solve Marketing and Communications Problems	3
EMSC1-GC 40	Leveraging MarTech, AdTech and CommTech to Drive Sustainable Growth	3
EMSC1-GC 50	Quantifying the Impact and Value of Marketing and Communications Programs	1.5
EMSC1-GC 60	Disrupting Markets through Distribution Channel Innovations	3
EMSC1-GC 70	Managing and Growing Portfolios of Products and Services	1.5
EMSC1-GC 80	Designing and Deploying Revenue and Pricing Strategies in a Digital Economy	3
EMSC1-GC 90	Managing Communications for Investor Pitches, Launches, Turnarounds and Crises	1.5
EMSC1-GC 100	Taking Calculated Risks, Negotiating and Leading Dispute Resolutions	1.5
Electives		
Select four electives from the following:		6
EMSC1-GC 200	Industry Primers	
EMSC1-GC 210	Developing Breakthrough Product Innovations Faster with Design Thinking	
EMSC1-GC 220	Optimizing Media Mix and Energizing Media Relations in a Fragmented Ecosystem	
EMSC1-GC 230	Hired Guns: Maximizing When and How to Engage Consultants	
EMSC1-GC 240	Managing the C-Suite: Translation and Collaboration	
EMSC1-GC 250	Managing Corporate Reputation and Thought Leadership in a Digital World	
Capstone		
EMSC1-GC 300	Innovation Capstone	3
Total Credits		30

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
EMSC1-GC 10	Developing and Driving Actionable Customer Insights	1.5
EMSC1-GC 30	Harnessing Data Science to Solve Marketing and Communications Problems	3

EMSC1-GC 20	Deciding on Where to Play and How to Win	1.5
Credits		6
2nd Semester/Term		
EMSC1-GC 50	Quantifying the Impact and Value of Marketing and Communications Programs	1.5
EMSC1-GC 80	Designing and Deploying Revenue and Pricing Strategies in a Digital Economy	3
EMSC1-GC 250	Managing Corporate Reputation and Thought Leadership in a Digital World	1.5
Credits		6
3rd Semester/Term		
EMSC1-GC 40	Leveraging MarTech, AdTech and CommTech to Drive Sustainable Growth	3
EMSC1-GC 230	Hired Guns: Maximizing When and How to Engage Consultants	1.5
EMSC1-GC 70	Managing and Growing Portfolios of Products and Services	1.5
Credits		6
4th Semester/Term		
EMSC1-GC 210	Developing Breakthrough Product Innovations Faster with Design Thinking	1.5
EMSC1-GC 60	Disrupting Markets through Distribution Channel Innovations	3
EMSC1-GC 90	Managing Communications for Investor Pitches, Launches, Turnarounds and Crises	1.5
Credits		6
5th Semester/Term		
EMSC1-GC 100	Taking Calculated Risks, Negotiating and Leading Dispute Resolutions	1.5
EMSC1-GC 240	Managing the C-Suite: Translation and Collaboration	1.5
EMSC1-GC 300	Innovation Capstone	3
Credits		6
Total Credits		30

- Assess the knowledge, skills, and abilities of a team and their capacity to drive growth through marketing and communications, along with organizational design of the functions.
- Formulate a view on how the methods and approaches of marketing and communications, studied in the program, map to and enhance the student's existing business portfolio or to a new industry they wish to enter.

Policies

NYU Policies

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

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy pag (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).

Learning Outcomes

Upon successful completion of the program, graduates will:

- Integrate customer, company, and competitor insights, through the analysis and synthesis of qualitative and quantitative data, to identify opportunities and predict and solve business problems.
- Evaluate and differentiate opportunities for disruption and new sources of growth in product and service design, pricing, and the channels of distribution.
- Assess the business needs, and evaluate the systems and technologies required, to drive marketing and communication automation, measurement and modeling.
- Develop, establish and organize marketing and communications goals and objectives to align with business strategy and desired results.
- Construct and communicate "high stakes" narratives rooted in data storytelling, such as new business pitches, investor road shows, product launch or business turnaround plans.
- Quantify the market potential and future business outcomes of a marketing and communications strategy, captured in terms of brand health, revenue growth and profitability.
- Create a marketing and communications plan that integrates traditional broadcast and/or analog media outlets, alongside digital media, and emerging channels of communication and engagement.
- Measure and assess the ongoing impact of marketing and communications programs in driving growth, profitability, and brand reputation.