

INTEGRATED MARKETING (MS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-integrated-marketing.html>)

NYSED: 20715 HEGIS: 0509.00 CIP: 52.1801

Program Description

The Master of Science in Integrated Marketing program at the NYU School of Professional Studies prepares students with the theoretical knowledge, the analytical skills, and the most effective methodologies required to become leaders who are able to implement compelling marketing campaigns, to grow market share, and to increase an organization's bottom line. All courses have a marketing focus with a distinctive breadth and depth of topics in which students are immersed. The program provides a strong curricular foundation through core courses to help students anticipate and to address the needs of this ever-changing and exciting profession. Students also have the opportunity to specialize in key areas, which include digital marketing, brand management, or marketing analytics.

Concentrations

The Master of Science in Integrated Marketing offers degree concentrations in: Brand M (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-integrated-marketing/brand-management.html>), Digital Ma (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-integrated-marketing/digital-marketing.html>), and Marketing Analytics (<https://www.sps.nyu.edu/homepage/academics/masters-degrees/ms-in-integrated-marketing/marketing-analytics.html>). Each area of specialty provides distinct marketing skills combined with the business and technical acumen to make you highly competitive and ready to take on the work required to position and promote products, services, and causes to the audience targets and market segments that will provide the strongest results.

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 42 credits, comprised of the following:

Course	Title	Credits
Core Requirements		
INTG1-GC 1000	Integrated Marketing	3
INTG1-GC 1005	Campaign I: Strategy & Execution	3
INTG1-GC 1011	Competitive Strategy	3
INTG1-GC 1015	Campaign II: Planning & Management	3
INTG1-GC 1025	Database Management & Modeling	3
INTG1-GC 1030	Finance for Marketing Decisions	3
INTG1-GC 1035	Digital Marketing	3
INTG1-GC 1055	Statistical Measurements, Analysis & Research	3
INTG1-GC 1060	The C-Suite Perspective: Leadership & Integrated Marketing	3
Concentration Courses		
Select one of the following concentrations:		12
Brand Management		
Digital Marketing		
Marketing Analytics		
Capstone		
INTG1-GC 4000	Capstone	3
Total Credits		42

Concentrations

For each concentration, students complete four courses from any one concentration; or three courses from one concentration and one from either of the other concentrations; or may select with advisement, one (3-credit) course in a related field from another NYU School of Professional Studies graduate program.

Brand Management

Course	Title	Credits
INTG1-GC 2200	Brand Strategy	3
INTG1-GC 2205	Managing Products & Brands	3
INTG1-GC 2210	Consumer Behavior	3
INTG1-GC 2215	Theory, History, & Practice of Public Relations	3
INTG1-GC 2015	Internship	3

Digital Marketing

Course	Title	Credits
INTG1-GC 2100	Social Media & The Brand	3
INTG1-GC 2105	Search Marketing	3
INTG1-GC 2120	E-Commerce Marketing	3
INTG1-GC 2015	Internship	3
INTG1-GC 2115	Operations Strategy	3

Marketing Analytics

Course	Title	Credits
INTG1-GC 2300	Business Analytics and Data Visualization	3
INTG1-GC 2305	Web Analytics: SEO/SEM, PPC, Email & Clickstream	3
INTG1-GC 2310	Advanced Test, Analysis, & Experimental Design	3
INTG1-GC 2315	CRM: Managing Customer Experience	3
INTG1-GC 2015	Internship	3

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
INTG1-GC 1000	Integrated Marketing	3
INTG1-GC 1005	Campaign I: Strategy & Execution	3
INTG1-GC 1030	Finance for Marketing Decisions	3
INTG1-GC 1055	Statistical Measurements, Analysis & Research	3
Credits		12
2nd Semester/Term		
INTG1-GC 1015	Campaign II: Planning & Management	3
INTG1-GC 1011	Competitive Strategy	3
INTG1-GC 1035	Digital Marketing	3
INTG1-GC 1025	Database Management & Modeling	3
Credits		12
3rd Semester/Term		
INTG1-GC 2200	Brand Strategy	3
INTG1-GC 2100	Social Media & The Brand	3
INTG1-GC 2015	Internship	3
INTG1-GC 3100	Special Topics:	3
Credits		12
4th Semester/Term		
INTG1-GC 1060	The C-Suite Perspective: Leadership & Integrated Marketing	3
INTG1-GC 4000	Capstone	3
Credits		6
Total Credits		42

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Analyze existing marketing campaigns to devise a strategic direction for a brand.
2. Formulate new solutions to external business needs in multiple media channels.
3. Evaluate financial and human capital management opportunities to address internal business needs.
4. Appraise existing marketing strategies and propose new data-driven marketing efforts.
5. Design data analytics tools and apply predictive and real time analysis of data to inform marketing efforts.
6. Interpret data to predict consumer behavior.
7. Assemble a traditional and digital marketing effort, utilizing diverse technologies and multiple communications channels.
8. Create new strategies for communications and marketing.
9. Integrate emerging marketing tools and trends into existing marketing practices.
10. Argue the merit and usefulness of an integrated marketing and media campaign from conception to execution to optimization.

11. Compare marketing strategies among various industries and verticals to identify common successes and best practices.
12. Compose a business plan proposal.

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/>)e.