MARKETING ANALYTICS (BS)

Department Website (https://www.sps.nyu.edu/homepage/academics/bachelors-degrees/bs-in-marketing-analytics.html)

NYSED: 36833 **HEGIS:** 0799.00 **CIP:** 11.9999

Program Description

Marketing analytics is a growing and dynamic field with a wide spectrum of employment opportunities in both the profit and nonprofit sectors. Corporate marketing departments, media outlets, nonprofit organizations, advertising agencies, and social media companies have become more dependent on the analysis of data to make critical decisions that will help to build market share, penetrate new markets, create brand loyalty, and ultimately affect their bottom line. They will require professionals who can analyze complex data and provide the information needed to develop the most effective marketing campaigns and initiatives.

The Bachelor of Science in Marketing Analytics—one of the only undergraduate degrees of its kind in the country—provides you with a solid foundation in marketing analytics that focuses on the most current and relevant topics including data warehousing and data mining, CRM, data visualization, web analytics, social media marketing and analytics, and marketing analytics. Taught by top industry experts, this innovative program of study will provide the skill sets and the knowledge base that will position you for a range of career opportunities in a field that will drive the future of marketing and business on a global scale.

Admissions Paused

Admission to this program is currently paused to undertake a comprehensive overhaul while continuing to support enrolled students to complete their programs of study. Questions? Contact Admissions at 212-998-7100 or sps.admissions@nyu.edu.

Program Requirements

The program requires the completion of 128 credits, comprised of the following:

Course	Title	Credits
Writing		
The following courses may be required based on a writing placement assessment, and should be successfully completed within the first three semesters:		8-10
EXWR1-UC 7501	Introduction to Creative and Expository Writing	
EXWR1-UC 7502	Writing Workshop I	
EXWR1-UC 7503	Writing Workshop II	
Critical Thinking		
HUMN1-UC 6401	Critical Thinking	4
Quantitative Reasoning		
Students, in close consultation with their adviser, select Math 1 and Math II or one of the following other courses based on a math placement assessment:		4
MATH1-UC 1101 & MATH1-UC 1141	Math I and Math II	
MATH1-UC 1105	Mathematical Reasoning	
MATH1-UC 1171	Precalculus	
MATH1-UC 1174	Calculus W/Applications to Business & Economics	
Scientific Issues		
Select one of the following:		4
SCNC1-UC 2001	Human Biology	
SCNC1-UC 3203	Environmental Sustainability	
SCNC1-UC 3207	Stars, Planets, & Life	
Historical Perspectives		
Select one of the following:		4
HIST1-UC 5804	Renaissance to Revolutn	
HIST1-UC 5820	The American Experience	
HIST1-UC 5821	Classical & Medieval World	
HIST1-UC 5822	Contemporary World	
Global Perspectives		
Select one of the following:		4
ANTH1-UC 5011	World Cultures: Africa	
ANTH1-UC 5012	World Cultures: Middle East	
ANTH1-UC 5013	World Cultures: Asia	
ANTH1-UC 5014	World Cultures: Latin America & The Caribbean	
Literary Artistic Expressions		
Select one of the following:		4
ARTS1-UC 5438	History of Music	
ARTH1-UC 5443	Visual Expressions in Society	
LITR1-UC 6201	Contemporary Global Literature	
Liberal Arts Electives		
Select an additional 20 credits of liberal arts courses by advisement		20
Foundation Courses		
Students are required to take six of the following courses:		24
BUSN1-UC 943	Principles of Marketing	
ECON1-UC 302	Intro to Microeconomics	
ISMM1-UC 702	Database Design	
MATH1-UC 1171	Precalculus	

or MATH1-UC 1174	Calculus W/Applications to Business & Economics	
MATH1-UC 1172	Statistical Methods	
MKAN1-UC 5100	Cultural and Legal Implications of Digital Technology	
Required Marketing Analytics Courses		
Students are required to take all of the following courses.		40
ADAV1-UC 1000	Applied Data Analytics I	
ADAV1-UC 1005	Data Visualization	
ISMM1-UC 742	Business Intelligence	
LRMS1-UC 920	Consumer Behavior	
LRMS1-UC 948	Integrated Marketing Campaigns	
MKAN1-UC 5101	Digital Marketing	
MKAN1-UC 5102	Web Analytics	
MKAN1-UC 5103	Marketing Analytics	
MKAN1-UC 5106	Customer Relationship Management	
MKAN1-UC 5107	Social Media Marketing and Analytics	
Marketing Analytics Electives		
Select an additional 8 credits from the communication/marketing, information technology, and digital media courses in the Leadership and Management (BS) or the Information Systems Management (BS). Other related electives can be discussed with your advisor. One of these electives may include the following course:		8
MKAN1-UC 7990	Special Topics in Marketing Analytics	
Graduation Project		
Select one of the following:		4
MKAN1-UC 7991	Senior Project: Seminar: Market Analytics	
MKAN1-UC 7992	Senior Project: Internship Marketing Analytics	
Total Credits		**128**

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
EXWR1-UC 7502	Writing Workshop I	4
Quantitative Reasoning		4
Historical Perspectives		4
BUSN1-UC 943	Principles of Marketing	4
	Credits	**16**
2nd Semester/Term		
EXWR1-UC 7503	Writing Workshop II	4
MATH1-UC 1174 or MATH1-UC 1171	Calculus W/Applications to Business & Economics or Precalculus	4
Global Perspectives		4
ISMM1-UC 702	Database Design	4
	Credits	**16**
3rd Semester/Term		
HUMN1-UC 6401	Critical Thinking	4
MKAN1-UC 5100	Cultural and Legal Implications of Digital Technology	4
MATH1-UC 1172	Statistical Methods	4
Scientific Issues		4
	Credits	**16**
4th Semester/Term		
ISMM1-UC 742	Business Intelligence	4
LRMS1-UC 920	Consumer Behavior	4
MKAN1-UC 5101	Digital Marketing	4
Liberal Arts Elective		4
	Credits	**16**
5th Semester/Term		
ECON1-UC 302	Intro to Microeconomics	4
MKAN1-UC 5106	Customer Relationship Management	4
ADAV1-UC 1005	Data Visualization	4
Liberal Arts Elective		4
	Credits	**16**
6th Semester/Term		
MKAN1-UC 5103	Marketing Analytics	4
Marketing Analytics Elective		4
Literary & Artistic Expressions		4
Liberal Arts Elective		4
	Credits	**16**
7th Semester/Term		
LRMS1-UC 948	Integrated Marketing Campaigns	4
ADAV1-UC 1000	Applied Data Analytics I	4
Liberal Arts Elective		4
Liberal Arts Elective		4
	Credits	**16**
8th Semester/Term		
MKAN1-UC 5107	Social Media Marketing and Analytics	4
MKAN1-UC 5102	Web Analytics	4
Marketing Analytics Elective		4
Graduation Project		4
	Credits	**16**
	Total Credits	**128**

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Demonstrate understanding of business and marketing, and its application to offline, online, and integrated marketing processes.
2. Employ data with strategic effectiveness as a result of understanding the concepts of marketing analytics, business intelligence, and data mining.
3. Employ data with technical effectiveness as a result of software skill development utilizing technology adapted for marketing analytics, business intelligence, and data mining.
4. Utilize professional communication, presentation, and writing skills in workplace situations.

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 page (https://bulletins.nyu.edu/undergraduate/professional-studies/academic-policies/).