

MS in Marketing Analytics

Employment Outcomes

89%

of job-seeking graduates received employment offers within six months of graduation (average, 2022–2024)

\$76,896

mean base salary plus signing bonus for graduates employed in the US (average, 2022–2024)

Sample Hiring Companies

Annalect
Applied Materials, Inc.
Choytong LLC
Christian Louboutin

Citibank
IntelliPro
Mindshare
NIO
Pyramid Consulting

Shanxi Securities Company Limited
Temu
UBS



Gain hands-on experience and pursue leadership opportunities

Simon Data Analytics Club
Simon Marketing Association
Simon Pricing Club
Simon VISION Consulting



Advanced Certificate of Achievement in Pricing or Customer and Campaign Analytics

Specialize your degree with an optional certificate—no added cost or time required. Develop advanced pricing skills or expertise in product and project management.



STEM-designated program

SCIENCE • TECHNOLOGY
• ENGINEERING • MATH

Signals quantitative rigor and enables international students to work in the US for up to 36 months.

MKT465 Marketing Analytics Project

An opportunity to put all your learnings—analytic tools, managerial understanding, and persuasion skills—together for a real-world client.

MKT414 Pricing Policies

Gain an understanding of the relationship between a firm's environment and its optimal pricing strategy and develop skills in applying this understanding.

Dan Luo '23S (MS) MS in Marketing Analytics Digitalization Ambassador, thyssenkrupp

"My favorite class was Analytics Design and Application. This course helped me recognize that numbers are just numbers without proper analysis and interpretation. I am excited to apply these skills in my future career and continue to build expertise in data-driven marketing strategies."

90% of students receive merit-based scholarship support

Internship Track Available

Next Steps

- ✓ Attend a webinar
 - ✓ Speak with a current student
 - ✓ Visit campus
- simon.rochester.edu/ms-connect

READY TO APPLY?
simon.rochester.edu/apply