

NEW YORK UNIVERSITY
SCHOOL OF CONTINUING
AND PROFESSIONAL STUDIES



MASTER OF SCIENCE IN
INTEGRATED
MARKETING

DIVISION OF PROGRAMS IN BUSINESS

MASTER OF SCIENCE IN INTEGRATED MARKETING

The **Master of Science in Integrated Marketing**, offered through the **NYU-SCPS Division of Programs in Business**, provides students with an unparalleled education in integrated marketing as a core business process that supports a company's overall strategy of growth. With its focus solely on marketing, this program integrates marketing theory and real-world applications, equipping students with a thorough understanding of all aspects of marketing and the leading-edge knowledge and skills that are essential to succeed in this continually changing profession.

The annual survey of chief marketing officers conducted by the Association of National Advertisers identified integrated marketing as the most important area of expertise for marketing professionals. Companies seek our graduates not only because they have the analytic and strategic education to be outstanding generalists and specialists, but also because they are distinctively prepared for leadership positions in today's—and tomorrow's—marketing initiatives.



AN EXCEPTIONAL DEGREE PROGRAM

Every course in the M.S. in Integrated Marketing program has been developed with a particular emphasis on marketing relevance. From competitive strategy and finance to campaign management and digital marketing, the rigorous marketing curriculum gives students the critical knowledge and expertise necessary to succeed in an increasingly interactive, multichannel, and competitive global marketplace. All classes include hands-on learning through case study analyses, real-life marketing exercises, and current business assignments from New York-based companies.

For more information on the M.S. in Integrated Marketing curriculum, faculty, and events, visit www.scps.nyu.edu/integratedmarketing.



“At NYU-SCPS, our all-marketing master’s curriculum enables students to learn from faculty who have extensive experience leading campaigns and managing brands for the world’s top companies.”

Marjorie Kalter, academic program director and clinical professor, M.S. in Integrated Marketing



IN AND OF THE CITY

The M.S. in Integrated Marketing affords students the unique opportunity to learn from a faculty composed of distinguished marketing professionals who work in the exciting and competitive environs of New York City—an incomparable place to develop a world-class knowledge of marketing. Because the New York metropolitan area is home to the world’s leading marketing companies, students have the opportunity to learn from, and work with, outstanding marketing executives in the classroom and through projects, internships, and networking opportunities. Guest marketers regularly serve as lecturers and provide students with assignments that address current marketing challenges. Students also participate in marketing events, including brand campaigns and digital and emerging media. By combining the theoretical learning of the classroom with real-life experiences, students build their business knowledge and sharpen their marketing acumen.



ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

The Division of Programs in Business is one of several comprehensive academic divisions within NYU-SCPS. Established in 1934, the School is one of NYU’s 15 schools and colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: Human Capital Management, Information Technology, Marketing, and Finance; Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy; Communications Media, Publishing, Digital Arts, and Design; and the Liberal and Allied Arts, among others. Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, and New Yorkers and visiting students of all backgrounds enrolled in 2,500 continuing education courses, certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU’s founding commitment to be “In and of the City”—and of the World.



“I think that to be truly successful in this industry, you need the breadth of knowledge this program offers.”

Maryssa Miller, alumna, M.S. in Integrated Marketing, director of e-commerce, Lacoste USA

M.S. IN INTEGRATED MARKETING CURRICULUM

The M.S. in Integrated Marketing is a 42-credit program that can be completed in two years of full-time study or up to five years of part-time study. Classes are offered in the evenings, enabling students to work or do internships at New York-area companies.

Every course in the program is marketing-focused. Students begin with a set of core courses that build analytic, strategic, campaign management, and leadership skills. Each student then selects a concentration—Digital Marketing, Brand Management, or Marketing Analytics—to develop expertise in a specialized area of marketing. Full-time students can also enhance their experience with internships at New York City companies. Students complete their degrees with the capstone course in which they each develop a concept for a new company and prepare a complete business plan for its launch.

The curriculum is regularly updated to ensure that student learn at the leading edge of the field. For the latest information, visit www.scps.nyu.edu/integratedmarketing.

CORE COURSES

Integrated Marketing

Finance for Marketing Decisions

Campaign I: Strategy and Execution

Campaign II: Planning and Management

Statistical Measurements, Analysis, and Research

Competitive Strategy

Database Management and Modeling

Digital Marketing

The C-Suite Perspective: Leadership and Integrated Marketing

CONCENTRATIONS (CHOOSE ONE)

Students select four courses within their chosen concentration area. International students with no U.S. business experience are required to take a special Intensive in American Marketing as one of their concentration courses.

DIGITAL MARKETING

Advanced Digital and Emerging Media

Search Marketing

Multichannel Catalog Merchandising and Marketing

Operations and Customer Service

Direct Marketing

Internship



BRAND MANAGEMENT

Brand Strategy

Managing Products and Brands

Consumer Behavior

Theory, History, and Practice of Public Relations

Direct Marketing

Internship

MARKETING ANALYTICS

Advanced Database Analysis Using SAS

Web Analytics: SEO/SEM, PPC, E-mail, and Clickstream Analysis

Advanced Test, Analysis, and Experimental Design

CRM: Managing Customer Experience

Direct Marketing

Internship

MASTER'S PROJECT

Capstone: The Business Plan



THE DIVISION OF PROGRAMS IN BUSINESS

The NYU-SCPS Division of Programs in Business offers numerous opportunities for students to become familiar with the latest developments in their industries, expand their professional networks, and advance their business expertise under the guidance of instructors who are leading practitioners in their fields. The Division consists of five departments: Accounting, Taxation, and Legal Programs; Finance; Leadership and Human Capital Management; Marketing and Public Relations; and Management and Information Technology.

Offering four Master of Science degrees, seven graduate certificates, two diploma programs, and a multitude of continuing and preparatory courses and certificate programs, the Division of Programs in Business is dedicated to servicing lifelong learners who want to reach the pinnacle of their respective business professions.

In addition to hosting national conferences, seminars, and industry practitioner series, the Division has also become a major provider of corporate learning and training services to multinational business organizations, government agencies, and educational institutions in the U.S. and abroad.

For more information about the Division of Programs in Business, call (212) 992-3600 or visit www.scps.nyu.edu/business.

A COMMUNITY OF SCHOLARS AND PROFESSIONALS

The high level of scholarship experienced in the program is the direct result of an extraordinary faculty of marketing professionals. Dedicated to teaching excellence, our faculty share their senior-level management experience in leading digital marketing, brand management, and marketing analytics for top national and global organizations. Students learn from professional real-world examples how to plan, implement, manage, and analyze complex campaigns—including the key objectives of measurable marketing in mass, online, and emerging media.

Through classes, guest lectures, workshops, and participation in New York City marketing events, students benefit from their professors' experience, up-to-date knowledge, professional networks, and commitment to mentoring and career advisement. Although the program uses a case-based approach for many courses, faculty also bring representatives from major companies into the classroom so that students can learn from current, real-world marketing challenges.

As part of a community with the largest international student population of any university in the country and a faculty that is equally diverse, students learn in an environment rich with global perspectives.



PROSPECTS FOR GRADUATES

Graduates of the M.S. in Integrated Marketing program are poised to take on leadership roles in digital and brand marketing and marketing analytics. Their areas of specialty include brand management, e-commerce management, search-engine management/optimization, Web analytics, CRM/customer-relationship management, database modeling, media sales and management, strategic planning, and management at advertising agencies that specialize in brand, direct, digital, mobile, and integrated marketing. Recent alumni are working for such companies as Google, Nestlé, Oxygen Media, NBC Universal, Razorfish, Digitas, Elizabeth Arden, WeightWatchers.com, Draft FCB, Starwood Hotels/W Brand, Microsoft, and Dannon/Groupe Danone.



NETWORKING AND PROFESSIONAL EVENTS

Networking is integral to the M.S. in Integrated Marketing program, and NYU's strong connections to successful marketing organizations help to advance our students' career goals. Networking opportunities begin the week before the start of the fall and spring semesters with the Get Ready for Graduate School Workshops for new students and continue with the Welcome Lunch, the VIP Lunch Dialogue series, activities of the student-run Integrated Marketing Club, a chapter of the American Marketing Association, as well as many other New York City-based marketing events. Alumni serve as mentors, assist with internships and employment opportunities, and form a network of professional contacts that remains vital long past graduation.

ADMISSION

Applicants should have relevant work experience. Our U.S. students have an average of three years of experience; international applicants are required to have a minimum of one year of relevant post-graduate experience. For each entering class, a small group of highly qualified new college graduates are selected based upon their potential for success in the field of marketing. For detailed information on admission requirements and application deadlines, or to apply online, visit www.scps.nyu.edu/gradadmissions or call (212) 998-7100.

FINANCIAL AID

Aid for graduate students at NYU-SCPS is available in many forms, including low-interest loans and need-based scholarships. It is recommended that students file for aid as early in the admissions process as possible. Decisions on financial aid are made after admission to NYU. For more information on financial aid opportunities and deadlines, visit www.nyu.edu/financial.aid.

"As an advertising and marketing professional, what continuously amazes me about NYU's M.S. in Integrated Marketing program is how relevant and applicable the curriculum really is."

Andrea Waite,
associate communications
planning director,
Carat (part of
Aegis Media);
M.S. in Integrated
Marketing, 2010



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