

ANALYTICS PROFICIENCIES

Econometrics modeling

R

Tableau

Qualtrics

SQL

Python

SEO

Web design

MSMA

MS in Marketing Analytics | A new level of clarity.

Analytical. And proud of it.

Simon has long been known for an unabashedly analytical bias in research and scholarship. It's what we do. Working with real data, and taught by professors who are transforming the field, students in the MS in Marketing Analytics program have **an intense quantitative focus with a solid grounding in economics.**

But Marketing Analytics graduates are more than number crunchers. They see through ambiguities and know how to frame problems effectively. They use data to persuade and inspire. And they uncover patterns that motivate and drive complex markets.

The MS in Marketing Analytics covers digital marketing strategy, pricing analytics and policies, programming, marketing analytics using R, and other areas. Students graduate with skills using the latest industry tools and actual company problems—plus an appreciation for collaborating in a competitive global marketplace.

STEM ready.

Science, Technology, Engineering and Mathematics (STEM) fields are essential to US economic competitiveness and growth. Under STEM classification, our international graduates can qualify for a 24-month extension to their OPT (Optional Practical Training), giving them the option to work in the US for 3 years before H1B sponsorship would be required.

We look forward to connecting you with top MS talent.

We welcome the opportunity to partner with you. Our students are available for full time positions or internships.

simon.rochester.edu/recruiter | +1.585.275.4881 | recruit@simon.rochester.edu

Who hires our graduates?

Graduates of the MS in Marketing Analytics program turn numbers into smart strategy in sales analytics, market research, pricing and other functions that mine big data.

Argus Information and Advisory Services

Chicos

CodeWord

GroupM

Media Math

Simon-Kucher Partners

Spark Foundry

The Hertz Corporation

Thompson Reuters

War Gaming

Wayfair

Wyndham Worldwide