

MARKETING ANALYTICS AND INSIGHTS

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| Graduate Program Head | Margaret Meloy |
| Program Code | MMAI |
| Campus(es) | World Campus (M.Mkt.) |
| Degrees Conferred | Master of Marketing (M.Mkt.) |
| The Graduate Faculty | View (https://secure.gradsch.psu.edu/gpms/?searchType=fac&prog=MMAI) |

The Master of Marketing in Marketing Analytics and Insights program will prepare graduates to stand out in a competitive job market by studying at a highly reputed business school with some of the world's leading academic thinkers and industry experts. This program will provide students with marketing analytics capabilities essential for marketing managers and analysts for data-driven marketing organizations. Students will learn about marketing in a global environment, marketing analytics tools for data collection, management, visualization, and analysis, implementation of marketing analytics for marketing problems in the areas of digital marketing, customers, and brands, and ethical leadership. The program will be taught by the same world-class professors who teach our M.B.A. students. A solid foundation in marketing, marketing analytics, and ethics will make the target audience more attractive for positions of marketing manager or analyst in data-driven marketing organizations and prepare them to advance more rapidly into those positions. These learning outcomes will be achieved by a combination of lectures by faculty, invited guest lecturers, reading of key literature, individual and team projects, and practical involvement in a marketing analytics-based culminating experience.