

Jenkins Master of Management Marketing Analytics

Tackling complex problems. Transforming industries.

NC State's Master of Management program with a concentration in marketing analytics equips its students with state of the art data analytic techniques and the tools to leverage meaningful data insights that increase ROI and drive growth. Having this critical practical knowledge and real-world experience allows our graduates to make an immediate impact in the workforce.

We know companies are investing substantially more in marketing analytics to build robust marketing strategies and increase ROI. That's why our hands-on curriculum develops leaders ready to convert raw data into actionable knowledge.

Our students learn cutting-edge marketing techniques that allow them to handle large amounts of data, use appropriate analytics software and modeling techniques, and implement powerful marketing strategies.

Collaborate with us

Strong partnerships with industry leaders are key to the success of our program.

We welcome companies and individuals whose expertise can enhance our students' experience — and who want access to talented individuals focused on careers in marketing analytics. Get involved through:

- › Corporate partnerships
- › Networking
- › Mentoring
- › Student projects
- › Guest lectures
- › Company visits
- › BAI Advisory Board
- › Panels



Our graduates are prepared to make an immediate impact on your business, having learned skills in:

Data-driven managerial decisions

Predictive analytics for business and big data

Data engineering, management and warehousing

Communications, privacy and ethics in big data

Marketing management and strategy

Digital marketing

Consumer behavior

Research methods in marketing

Marketing metrics

CRM analytics

Artificial intelligence





Invest in Your Workforce

Our program produces graduates equipped to solve data-driven business problems with powerful strategies.



Think and Do

Our students don't just learn the skills — they apply them in real-world settings as part of their coursework by working on projects with our corporate partners.

“ACA and its members were pleased with the rigor of NC State’s approach to advancing the concept of using ‘Big Data’ tools, structured text analytics, software development, and social media predictive analytics to capture industry needs and interests. The continued focus on value-added aspects of the project ensured a successful outcome.”

— *Stephen R. Sides, Vice President of Global Affairs and Chief Science Officer, American Coatings Association*

Industry Engagement

Our active partnerships with business and industry ensure the flow of knowledge between our constituent groups remains current and relevant by bringing real-world experience and research-based knowledge into the classroom.

The [Business Analytics Initiative](#) (BAI) housed in the Poole College of Management at NC State University supports these efforts, serving as a hub for data analysis in business through education, research and thought leadership.

Potential roles our graduates can fill to improve your organization include:

Marketing analyst

Market research analyst

Predictive analytics analyst

Business analytics analyst

Digital marketing specialist

Marketing manager

Project manager

Social media analyst

Marketing consultant

Learn More:

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Visit: go.ncsu.edu/marketing-analytics

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