

# Master of Management Marketing Analytics



## Get ready for the future of modern marketing.

### Big data is changing the landscape of marketing

**as we know it.** NC State's Master of Management program with a concentration in marketing analytics develops innovative problem-solvers prepared to solve the global market's biggest data-driven challenges and make an immediate impact in the workforce.

With companies investing substantially more in marketing analytics to build robust marketing strategies and increase ROI, our hands-on curriculum develops leaders ready to convert raw data into actionable knowledge and drive growth.

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.

## Who should apply

- › Marketing professionals seeking to adapt their skillset to market demands
- › Recent undergraduates seeking to supplement their bachelor's degree with expertise in marketing analytics
- › Working professionals pursuing a career change or advancement opportunity through a specialized degree program in applied analytics



### Accelerate Your Career

The demand for marketing analytics is greater than ever. Our premier education equips graduates to solve data-driven business problems with powerful strategies.



### Think and Do

We transform classrooms and industries with an integration of world-class education, innovative research and thought leadership.



**23%**

### National Growth

Marketing analytics jobs are projected to grow by 23 percent nationally from 2016 - 2026.



*“The analytics courses I took provided an appropriate blend of technological and theoretical education, real world examples and project experience. They teach students how to employ modern statistical theories and methods in a predictive capacity, which is extremely important to any business. Good descriptive analytics are valuable, but good predictive analytics are invaluable.”*

— Dan Savas MBA'20  
Sr. Marketing Analyst, Align



## Prospective Careers

Graduates can fill a multitude of jobs, including:

**Marketing analyst**

**Market research analyst**

**Predictive analytics analyst**

**Business analytics analyst**

**Digital marketing specialist**

**Marketing manager**

**Project manager**

**Social media analyst**

**Marketing consultant**

## Connections to Industry

The Master of Management program with a concentration in marketing analytics is supported by The [Business Analytics Initiative](#) (BAI) housed in the Poole College of Management at NC State University, which serves as a hub for data analysis in business through education, research and thought leadership. The BAI facilitates practicum courses for our students — courses in which students work on semester-long projects for corporate partners to apply newly-learned skills and solve real-world challenges.

**NC STATE**

Poole College of  
Management

### Invest in your future.

In today's digital world, data analytics has become the heartbeat of modern marketing. Don't get left behind.

## Learn More:

[go.ncsu.edu/marketing-analytics](https://go.ncsu.edu/marketing-analytics)