

Graduate Program: Integrated Marketing

(Note: This is used for mock job/graduate school interview [educational purposes] in Dept. of ENG, FJU, 2014)

(source: <https://www.scps.nyu.edu/academics/departments/marketing-and-pr/academic-offerings/graduate/ms-in-integrated-marketing.html>)

Program and School	School of Continuing and Professional Studies, Master of Science in Integrated Marketing, New York University
Written Test & Requirement	No written tests are required. Applicants must prepare and submit their supporting materials.
Education	No specific education background is demanded.
Program Specialty	Brand Management Digital Marketing Marketing Analytics
Courses to Take	<p>Core courses include-</p> <ol style="list-style-type: none">0. Integrated Marketing1. Finance for Marketing Decisions2. Campaign I: Strategy & Execution3. Campaign II: Planning & Management4. Statistical Measurements, Analysis, & Research5. Database Mgmt & Modeling6. Competitive Strategy7. Digital Marketing8. The C-Suite Perspective: Leadership & Int Mktg <p>After taking core courses, students are given the freedom to take total four courses from three concentrations (Brand Management, Digital Marketing, and Marketing Analytics) according to their interest.</p>
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