With the Executive MS in Marketing from the Zicklin School of Business at Baruch College, you can earn a graduate degree while pursuing your professional and personal obligations, wherever you are. The innovative modular format accommodates business executives and gives graduates the knowledge and skills needed to take the next steps in their careers, with special emphasis on the latest in digital marketing and analytics. Ideal candidates have at least five years of business experience, are mid-level professionals, and will use their master's degree to accelerate their career advancement.

A Flexible Degree Program for Business Professionals
- Earn your degree in as few as 11 months, or set your own pace.
- Benefit from a compact schedule with limited weekend classroom sessions.
- Learn from Zicklin's highly-credentialed faculty and industry experts.
- Gain global experience with an optional international study trip (additional cost).

Innovative Modular Format for Learning
- 10 course modules; 3 credits each.
- Pace your studies with a modular format by focusing on one subject at a time.
- Attend in-person classroom sessions on two consecutive weekends per module, supplemented with faculty-led virtual learning prior to and following each weekend session.
- Set your own pace with flexible course sequencing for added convenience.
- Accommodate your needs with our student-centered program design.

Curriculum
Foundations
- Marketing Management
- Consumer Behavior
- Marketing Research
- Advertising and Marketing Communications

Advanced Modules
- Digital Marketing
- Web Analytics and Marketing Intelligence
- Marketing Analytics
- Data-Driven Marketing Strategy
- Branding

Marketing Practice
- Business Communication and Marketing Consulting Practicum

Benefits
- Earn a master’s degree from an AACSB-accredited business school.
- Learn with Zicklin’s renowned faculty and industry experts.
- Maximize the flexible, 10-module format to complete your MS in as few as 11 months, or longer if you need to set your own pace.
- Access Zicklin’s global alumni network of more than 135,000 graduates.
**ZICKLIN RANKINGS**

**U.S. News & World Report**

- #1 Public business school in New York State
- #1 Evening MBA Program among public institutions in New York State
- #4 Most Ethnically Diverse Colleges in the North
- #5 Full-Time MBA Program in New York State
- #6 Top 10 Public Schools/Regional Universities in the North

**The Princeton Review**

- Top 200 Colleges that Pay You Back

**Forbes Magazine**

- #14 Best Value

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**ZICKLIN BY THE NUMBERS**

- 10,911 Undergraduate Students
- 1,684 Graduate Students
- 197 Executive Students
- 51% Female 49% Male
- 70% Domestic 30% International
- 207 Full-time faculty
- 98,000 Alumni

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**Tuition and Fees**

2018 total cost: $38,500* USD

**Tuition cost includes:**
- 10 Modules (30 credits)
- All educational materials
- Meals and refreshments on classroom days
- Full administrative support

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**Financing Sources**

Employers are encouraged to sponsor the education of their executives or provide tuition reimbursement. Student loans from private lenders are also options for executive students.

*Additional fees may apply for extending beyond 11 months.

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**About The Zicklin School of Business at Baruch College**

The Zicklin School of Business is the flagship business school within The City University of New York (CUNY), the largest and most renowned urban university system in the United States. Established in 1847, the University has offered world-class academic programs taught by award-winning faculty for 170 years. The Zicklin School of Business is home to renowned faculty and industry experts who shape business practices and futures worldwide. The campus is located in the heart of New York City, where numerous multinational corporations are based, and is within easy reach of Midtown, Wall Street, and the Financial District.

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**Contact Information:**

- ExecZicklin@baruch.cuny.edu
- (646) 312-3100
- Zicklin.NYC/ExecMSM

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“Sorry Harvard and Yale, the Trading Whiz Kids Are at Baruch College”

“A Business School Where the American Dream is Alive & Well”
— Poets & Quants, May 10, 2017