



THE NUS MSc IN
**MARKETING
ANALYTICS &
INSIGHTS**

LEADING FROM ASIA



NUS
BUSINESS
SCHOOL

TAKING CHARGE OF MARKETING IN THE DIGITAL AGE

The dynamic business world calls for deriving marketing insights from a data-rich environment to succeed. Our programme prepares you with top-notch knowledge and cutting-edge skills to be in charge.

NATIONAL UNIVERSITY OF SINGAPORE

National University of Singapore (NUS) is one of the world's leading universities, with over 40,000 students across three campuses. By offering a distinctively Asian yet global experience, NUS gives its students the opportunity not only to excel academically, but also to grow socially.



IN ASIA
QS World University
Rankings 2019 – 2024



IN ASIA
Times Higher Education World
University Rankings 2023

NUS BUSINESS SCHOOL

NUS Business School is recognised for its breadth of academic programmes, experiential learning, entrepreneurship education and impactful research. As we continue to grow from strength to strength, we take pride in nurturing our students and equipping them with the necessary skills to be the leaders of tomorrow.



IN THE WORLD
QS World University
Rankings 2024
(Marketing)



IN THE WORLD
Times Higher Education
World University
Rankings 2024
(Business and Economics)



IN THE WORLD
Financial Times Global
MBA Rankings 2024

OUR ACADEMIC DIRECTORS



LEE Yih Hwai
PhD, University of North Carolina

Yih Hwai is the Academic Director for the MSc in Marketing Analytics and Insights programme. His research focuses on information processing in advertisements, information ambiguity theories and effects, and linguistic effects in consumer behaviour.



Dayoung KIM
PhD, Cornell University

Dayoung is the Deputy Academic Director for the MSc in Marketing Analytics and Insights programme. She is a Senior Lecturer in the Department of Marketing at NUS.






THE NUS MSc IN MARKETING ANALYTICS AND INSIGHTS

PRE-ENTRY COURSE	CORE COURSES	ELECTIVE COURSES	EXPERIENTIAL LEARNING	TOTAL
Principles of Marketing	+ 20	+ 16	+ 4	= 40 Units

Our **Master of Science in Marketing Analytics and Insights** programme is rooted in a solid theoretical foundation and complemented with experiential learning to connect you seamlessly with business practices for the future economy. The curriculum is delivered intensively in a **three-semester** structure.

SHARPEN YOUR COMPETITIVE EDGE, MAXIMISE YOUR POTENTIAL

The programme uniquely focuses on training future marketers to be:

- **Analytics Experts**
who use state-of-the-art tools to analyse marketing data in the digital era.
- **Insight Creators**
who generate deep insights from data analytics for business strategies.
- **Thought Leaders**
who use and communicate analytical insights effectively.



VALUABLE TAKEAWAYS FROM OUR FUTURE MARKETING EXPERTS



I found great value in the Consumer Insights and Big Data Marketing courses, which provided me with a comprehensive understanding of analyzing consumer behaviors from both qualitative and quantitative perspectives. The Consumer Insights course effectively blended theories with current marketing trends, utilizing case studies to bridge the gap between theory and real-world applications.

Kam Un Wong
Macau SAR, Class of 2024



The course that really had me enthralled was that on Consumer Insights taught by my Professor. From the very first session until the last, I learned so much about consumer behavior and how this impacts and influences the way companies do their marketing. This course helped me understand better what the saying “Consumer is King” meant.

Ericka Ferrer
Philippines, Class of 2024



PROGRAMME STRUCTURE

ORIENTATION WEEK	FIRST SEMESTER	SECOND SEMESTER	THIRD SEMESTER
Early Aug	Aug - Nov	Jan - Apr	May - Jul or Aug - Nov
1 Course: Principles of Marketing (0 Units)	3 Core Courses (12 Units) 2 Elective Courses (8 Units)	2 Core Courses (8 Units) 2 Elective Courses (8 Units)	Experiential Learning (4 Units)

CURRICULUM

PRE-ENTRY COURSE

- **Principles of Marketing**

This refresher course is geared towards providing you with the fundamentals of the topic, which will help you transition into the dynamic world of marketing analytics.

This course carries zero (0) unit, and will be conducted as part of our Orientation programme. You are highly encouraged to attend this course if you have not taken similar courses in your undergraduate degree.

CORE COURSES

The five core courses (20 units) are:

- **Big Data in Marketing**
- **Consumer Insights**
- **Digital Marketing**
- **Marketing Analytics**
- **Marketing Analytics Visualisation and Communications**

ELECTIVE COURSES

Students will take a total of four elective courses (2 courses in each semester), totaling 16 units. Some elective courses offered are:

- **AI in Marketing**
- **Customer Relationship Management**
- **Pricing Analytics**
- **Product and Brand Management**
- **Python Programming for Business Analytics**
- **Research for Marketing Insights**

EXPERIENTIAL LEARNING

To allow you to experience the applications of marketing and analytics in a real-world setting, you will engage in experiential learning as part of the programme. You may choose from an **Industry Internship** or a **Marketing Analytics Consultancy Project**.

*The curriculum is subject to changes. The University reserves the right to revise the curriculum.



THE NUS MSc IN MARKETING ANALYTICS AND INSIGHTS + CEMS MASTER IN INTERNATIONAL MANAGEMENT

Our exclusive **NUS Master of Science in Marketing Analytics and Insights + CEMS MIM** double degree programme gives you the opportunity to gain cutting-edge business insights and be groomed into a cosmopolitan global leader.



Opportunity to study in
2 top business schools



Specialise in marketing analytics
and international management



Passport to an
international career



Solid foundation
in management



Springboard to effective
business leadership

CEMS is a strategic global alliance of leading business schools, multinational companies and non-governmental organisations. This highly-ranked, global, pre-experience Master's programme focuses on developing management and leadership competencies with emphasis on internationalism and responsible leadership.

**TWO
DEGREES,
A WORLD OF
POSSIBILITIES**

#12 IN THE
WORLD

QS Masters in Management
Rankings 2023

Over
70 CORPORATE
AND SOCIAL
PARTNERS

33 MEMBER
SCHOOLS

Australia | Austria | Belgium | Brazil
Canada | Chile | China | Colombia
Czech Republic | Denmark | Egypt
Finland | France | Germany
Hong Kong S.A.R. | Hungary | India
Ireland | Italy | Japan | Netherlands
Norway | Poland | Portugal | Singapore
South Africa | South Korea | Spain
Sweden | Switzerland | Türkiye
United Kingdom | United States

YEAR 1		YEAR 2	
SEMESTER 1	SEMESTER 2	SEMESTER 1	SEMESTER 2
Aug – Dec	Jan – May	Aug – Dec	Jan – May
MSc in Marketing Analytics and Insights [16 units]	CEMS MIM [33 ECTS]	MSc in Marketing Analytics and Insights [4 units]	MSc in Marketing Analytics and Insights [20 units]
CEMS MIM [33 ECTS]*		CEMS MIM [Graduating Requirement]	
NUS	CEMS Partner University	Global Internship	NUS

* All 4 courses taken in the first semester for the NUS MSc in Marketing Analytics and Insights (16 units / 24 ECTS) will be counted towards the fulfilment of the CEMS MIM requirements. The remaining 9 ECTS will come from compulsory CEMS programme components (1 compulsory course - 6 ECTS, CEMS Block Seminar - 3 ECTS). At NUS, the workload of each course is expressed in terms of units. The European equivalent of workload representation is ECTS credits. A typical course consists of 4 units (or 6 ECTS), representing about 10 hours of work per week.



FUTURE-PROOF YOUR CAREER TODAY

There is only one intake in August each year for the MSc in Marketing Analytics and Insights and the MSc in Marketing Analytics and Insights + CEMS MIM programmes.

Interested applicants must apply online at mscmarketing.nus.edu.sg.

Application Deadlines

- Please refer to our website for the application dates

Key Application Requirements:

- Earned, or expected to earn:
 - MSc in Marketing Analytics and Insights: a good Bachelor's degree in any discipline
 - MSc in Marketing Analytics and Insights + CEMS MIM: a good Bachelor's degree in a business-related discipline
- Good TOEFL / IELTS score (if the medium of instruction of your undergraduate studies was not English)
- Application fee: S\$100

Please submit the following with your online application:

- Current resume
- Letter of Motivation
- Complete or current undergraduate transcripts and degree scroll
- TOEFL / IELTS scores (if applicable)
- Financial support documents
- GMAT / GRE Scores (recommended)

Tuition Fees and Financing:

- Please refer to our website for details on fees and payment schedule
- Limited scholarships/study awards available



mscmarketing.nus.edu.sg



www.cems.org



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