

THE NUS MSc IN
MARKETING ANALYTICS
& INSIGHTS



Marco Veranditto Channitanda
Indonesia, Class of 2026

MASTERING EAST & WEST

Experience the best of both worlds. Learn from world class faculty — within a vibrant, diverse campus rooted in Asia's cultural richness. Our Western-style pedagogy meets Asian perspectives, preparing you to lead with global insight and cross-cultural agility.

NATIONAL UNIVERSITY OF SINGAPORE & NUS BUSINESS SCHOOL

The National University of Singapore (NUS) is a university ranked 8th globally with over 50,000 students from 100 countries across three campuses, offering a multidisciplinary education that blends Asian perspectives with a global outlook.

NUS Business School, one of Asia's leading business schools, is known for its comprehensive academic programmes, experiential learning, and impactful research. At the NUS Business School, we prepare students to lead in a dynamic business landscape by nurturing talent and equipping them with the skills needed to excel as future leaders.



IN ASIA
QS World University
Rankings 2019 – 2025



IN ASIA
Times Higher Education
World University
Rankings 2023



IN THE WORLD
QS World University
Rankings 2025
(Business and
Management Studies)

SINGAPORE

Singapore is a vibrant, cosmopolitan city in the heart of Asia, renowned for its strategic location, world-class infrastructure, and robust economy. As a global hub for finance, technology, and trade, it attracts leading multinational companies and international talent.

The city's unique blend of cultures creates a dynamic setting where East meets West, offering a rich tapestry of culinary, artistic, and lifestyle experiences. With its renowned safety, efficiency, and innovation, Singapore is an ideal destination for students seeking to connect with Asia's opportunities and global networks.

STUDENT PROFILE Discover the diverse profile of like-minded individuals you could be networking with.



95%
international



Over 10+
regions



Average age:
22 years



75%
female

THE NUS MSc IN MARKETING ANALYTICS AND INSIGHTS

The **Master of Science in Marketing Analytics and Insights** programme prepares graduates to meet the growing demand for data analysts to address marketing challenges – such as predicting demand, understanding consumer behaviour, and making pricing decisions. The curriculum is delivered intensely in a three-semester structure.

PROGRAMME STRUCTURE

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

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

PRE-ENTRY COURSE

• **Principles of Marketing**

This zero-unit refresher course covers marketing analytics fundamentals and is part of the Orientation programme.

• **Statistics Primer**

This two half-day workshop introduces key statistical concepts using Excel and Python, to help students build confidence in quantitative topics.

ELECTIVE COURSES

Some elective courses offered are:

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

CORE COURSES

The five core courses (20 Units) are:

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

EXPERIENTIAL LEARNING

To allow you to experience the applications of marketing 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 **Marketing Analytics Consultancy Project**.

CAREER SUPPORT

Our students benefit from robust opportunities to connect with corporate partners, industry experts, peers, and a dynamic global alumni network. These connections are fostered through networking events, company visits and industry panels — empowering them to make informed career decisions and build professional relationships.



HEAR VALUABLE INSIGHTS FROM OUR STUDENTS



“Joining the NUS MSc in Marketing Analytics and Insights programme was a **transformative experience** that significantly elevated my expertise as a marketer. The programme seamlessly aligned with my aspiration to become a well-rounded strategic marketer capable of processing data effectively and **making data-driven decisions** with confidence.”

Lau Chi Yang Tommy
Malaysia, Class of 2026



“One of my most impactful takeaways from the programme at NUS Business School has been the power of experiential learning. Courses like **Marketing Analytics** and **Product and Brand Management** have challenged me to apply analytical skills to real-world business problems, sharpening my problem-solving abilities and strategic thinking.”

Mary Sophie Boado Co
Philippines, Class of 2026

TWO DEGREES, A WORLD OF POSSIBILITIES

NUS, in partnership with **CEMS**, provides you with a prestigious qualification that is your passport to an international career – a double degree with the **CEMS Master in International Management (CEMS MIM)**.

WHAT IS CEMS?

CEMS is a strategic global alliance of **33 leading business schools, 70+ multinational companies and social partners**. The **CEMS MIM** is a highly-ranked, global, pre-experience Master's programme that focuses on developing management and leadership competencies with emphasis on internationalism and responsible leadership. With over 19,000 alumnis and 1,200 students world wide to date.

The CEMS MIM is delivered by a select group of top-tier business schools around the world, including institutions from these varying countries:

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
Turkiye | United Kingdom | United States

MEMBER SCHOOLS

CAREER SUPPORT

Students benefit from **robust opportunities** to connect with corporate partners, industry experts, peers, and alumni.

From career fairs and networking events to roundtable discussions, the CEMS MIM offers real-world insights and global exposure with corporate partners such as:

- Airbus
- ABB
- Cartier (Richemont)
- BNP Paribas
- Asahi
- Henkel
- CMA CGM



Unique Global Courses

Exclusive CEMS courses in Global Strategy and Global Leadership.



CEMS Business Project

A consultancy-like group project to help companies solve real-world business problems.



International Internship

Turns academic and theoretical knowledge into a professional and multi-cultural experience.



Block Seminar

Aims to facilitate discussion of management topics from various cultural and academic perspectives.



Skill Seminars

Provide practical training on essential skills and knowledge for professional growth.



Language Proficiency

All CEMS MIM students will graduate with proficiency in three languages.

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

The **NUS Master of Science in Marketing Analytics and Insights + CEMS MIM** double degree programme gives you the opportunity to experience cutting-edge business insights that will help you to become a cosmopolitan leader who understands global markets and progress in your career.



Global Classroom

Opportunity to study in two top business schools



Dual Qualification

Specialise in Marketing Analytics and International Management



Passport to an International Career

Springboard to effective business leadership

PROGRAMME STRUCTURE

You must complete **40 units** at NUS and **66 ECTS** during your CEMS MIM year to graduate.

YEAR 1		YEAR 2	
1st Semester	2nd Semester	1st Semester	2nd Semester
Aug - Dec	Jan - May	Aug - Dec	Jan - May
3 MSc in Marketing Core Courses (12 Units)*	CEMS Compulsory Course: Global Leadership & CEMS Electives (15 ECTS)	Internship (4 Units)	2 MSc in Marketing Core Courses (8 Units)
1 MSc in Marketing Elective Courses (4 Units)*		CEMS Skill Seminar ¹	3 MSc in Marketing Elective Courses (12 Units)
CEMS Compulsory Course: Global Strategy (6 ECTS)	CEMS Business Project (15 ECTS)		
CEMS Block Seminar (3 ECTS)	CEMS Global Citizenship Seminar (1 ECTS)		
CEMS Skill Seminar ¹	CEMS Skill Seminar ¹		
NUS	CEMS Partner University	Global	NUS

*All 4 courses taken in the first semester for the NUS MSc in Marketing Analytics & Insights (16 Units / 24 ECTS) will be counted towards the fulfilment of the CEMS MIM requirements. At least one of these courses will also be a Hard Skills Course.

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.

¹ Students must complete a total of 2 ECTS for CEMS Skill Seminars. This can be done across three semesters.



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



 MSc Programmes Office

 Mochtar Riady Building, Level 2
15 Kent Ridge Drive, Singapore 119245

 mscmarketing@nus.edu.sg

 mscmarketing.nus.edu.sg

