

## MS in Customer Intelligence and Analytics



In the age of "Big Data," **knowing the customer is essential to developing enduring and profitable relationships.** This MS degree is directed to professionals and students who want to expand their skills in fact-based decision making and who acknowledge that marketing success comes only from a better understanding of the customer. Through the MS in Customer Intelligence and Analytics at Lubin you will learn specialized skills enabling you to:

- Use data to create customer value and cultivate customer relationships
- Plan and develop integrated, interactive/digital strategies
- Analyze simple and complex marketing data for managing customer relationships
- Glean new customer insights and evaluate alternative customer segmentation opportunities
- Effectively communicate database analytic results to decision-makers
- Bridge the gap between analytical models and business opportunities by providing innovative solutions

A Lubin MS in Customer Intelligence and Analytics is suitable for individuals who have recently graduated from an undergraduate program or those who have worked a few years and desire a different career.

### 1.5 million

**A study from McKinsey & Co. found that by 2018, the U.S. will face a shortage of 1.5 million managers who can use data to shape business decisions.** (Source: *wsj.com*, August 4, 2011)

#### Gain Specialized Skills and a Professional Edge

When you earn an MS in Customer Intelligence and Analytics at Lubin, you gain an appreciation for the range of business problems that analytics can solve and the perfect blend of technical skills and business training. Students receive outstanding preparation that meets the needs of employers in the New York City metropolitan area and beyond. Through Lubin, you also gain:

- Preparation to ensure your company stays current in

With major growth in marketing jobs projected, this is a great time to pursue a specialized degree in marketing. Professor Randi Priluck introduces Lubin's new programs, the MS in Social Media and Mobile Marketing and the MS in Customer Intelligence and Analytics.



#### Join Us At Lubin

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- [Information Sessions and Online Chats](#)
- Visit the [Marketing Department Web site](#)

the ever changing, data-driven marketing and customer experience landscape

- The ultimate blend of strategy and science for creating, delivering and managing a positive customer experience
- Unique multidisciplinary skills

Click to [view curriculum for the MS in Customer Intelligence and Analytics](#).

### Accelerate Your Career with Lubin Connections

**Lubin puts you at the center of the world's** business life, through a network of alumni and corporate partners that reaches into:

- Major financial institutions
- Media companies
- Growing businesses in every industry

**Pace University** has the largest internship program in the Metropolitan New York area.

**Gain valuable experience in one or more internships**—with internationally respected companies. Companies where graduate marketing students intern include:

- AIG
- Barclays
- ChatLab/Conversation
- Deloitte & Touche LLP
- Deutsche Bank
- Disney
- Ernst & Young
- Giorgio Armani
- GroupM
- IBM
- Morgan Stanley
- National Association for the Specialty Food Trade
- NYSE/Euronext
- SCHOTT North America, Inc.

**Convenient location:** Pursue your MS in Customer Intelligence and Analytics at our graduate campus in [Lower Manhattan](#) in the financial district.

**Connect with industry insiders:** In addition to the connections and advice our faculty offer, our alumni—who are themselves industry insiders, rising and leading in a wide range of enterprises—actively connect with current students through our [LinkedIn mentoring program](#).

**Take full advantage of your [dedicated team of advisers](#)** while you're here. They can guide you through the program and into your career, opening doors and making connections for you.

**Elite accreditation**—Lubin's dual




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### An Exciting and Lucrative Career

Here's what to expect with an MS in Customer Intelligence and Analytics:

- **The best opportunities:** The analytics field now serves as a growing source of jobs as companies seek employees who know how to interpret data (*Source: wsj.com, August 4, 2011*)
- **Two-thirds of companies are using analytics** to gain a competitive advantage - an 80% increase since 2011 (*Source: MIT Sloan School of Management and SAS*)
- **Job growth:** By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills (*Source: McKinsey & Company*)
- **Make your career move** with one of the over 300 employers who recruit Pace graduates every year
- In the 2014-2015 **Payscale College Salary Report**, Lubin ranked in the top 7% for Best Grad Schools. 
- **Varied industries** and [professional paths](#)
- **Exciting opportunities** at respected companies and organizations. Companies that have hired recent marketing graduate students include:
  - Bayer Healthcare
  - Consumer Reports
  - IBM
  - Townley, Inc.
  - Zenith Optimedia
- **Join our [distinguished alumni](#)**, pursuing careers around the globe

### Lubin = Exceptional Access to NYC Opportunities

In the center of New York City's business life, Lubin introduces you to successful business leaders and thriving multinational corporations. Connect directly with the world-class individuals who serve as an [Executive-](#) or [Entrepreneur-in-Residence](#) at Pace. We nurture relationships with many of the world's leading executives, to

accreditation by [AACSB International](#), the [Association to Advance Collegiate Schools of Business](#), in both business and accounting, is an elite distinction shared by fewer than 2% of business schools in the world.



**972 students** [from 84 countries](#). Build your global network and take it with you when you graduate!

### Admission Requirements

A U.S. bachelor's degree or an equivalent degree from a foreign school is the preferred undergraduate degree requirement for admission into the program. In addition to a resume, a personal statement, a GMAT or GRE score report, and two recommendations, applicants must submit official transcripts from all colleges and universities they have attended. A recent TOEFL score, no more than two years old, is required of all applicants whose native language is not English. Recommended application deadlines are August 1 for the fall entry term and December 1 for the spring entry term. Click for our [Application Guidelines and Checklist](#).

For admission information, please contact:

**New York City campus**  
 Graduate Admission  
 Phone: 212-346-1531  
 E-mail: [gradnyc@pace.edu](mailto:gradnyc@pace.edu)

Click for information about [information sessions](#), [online chats](#), and other recruitment events, or call 212-346-1323 for more information. To request a brochure, catalog, application packet, or other printed materials, please fill out our [online form](#). You may also call 1-800-874-PACE or send your request via e-mail to [infoctr@pace.edu](mailto:infoctr@pace.edu).

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broaden and deepen your learning experience—far beyond what you can expect at any other business school:

- Meet [top executives](#) when they visit your classes and lecture on campus.

Off campus, we get you *through* the door and *behind the scenes* for unique opportunities, thanks to our rich and well-developed network of alumni and corporate partners:

- **A Fortune 100** company headquarters in metropolitan New York City
- **The Fed:** Research at the Federal Reserve Bank - almost 100 Lubin alumni are employed here
- **NYSE:** The rush of the trading floor

### An Insider's Look at the Program

"As a successful Pace alumnus, Pace instructor, and industry executive, I strongly recommend this program. I have helped specify and create this curriculum. I'm confident that it answers a unique need within corporate executive training. In the era of Customer Driven BIG DATA, in which we compete, it is imperative for marketers, finance experts, and technologists to understand the customer and the fact that the customer is in the driver's seat. Gone are the days of "Batch and Blast" Customer Marketing Communications. Welcome to the new world of intelligence powered customer engagement which requires continuous learning and marketing automation."

- **Anthony Branda '88, '89, '91**  
**Managing Director**  
**Head of North America Consumer and Small Business Decision Management**  
**Citi**

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