

MS in Social Media and Mobile Marketing



>> [CLICK TO LEARN MORE ABOUT THE FIRST AND ONLY ACCREDITED MASTER'S DEGREE IN SOCIAL MEDIA AND MOBILE MARKETING, CO-BRANDED WITH A NOTED MEDIA AGENCY](#)

Social media and mobile technology are transforming the way customers and firms interact.

This transformation is compelling market managers to develop new skill sets. The MediaStorm MS in Social Media and Mobile Marketing is designed for marketing managers, advertising executives, IT professionals, and strategic managers who seek to develop their skills in integrated marketing communications to enhance conversations with customers. The program integrates digital and traditional media to position firms for effective communication strategies considering the impact new media has on the marketplace.

Through the MediaStorm MS in Social Media and Mobile Marketing you will learn specialized skills enabling you to:

- Communicate effectively using appropriate digital



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 MediaStorm MS in Social Media and Mobile Marketing and the MS in Customer Intelligence and Analytics.

marketing terms

- Segment and target markets for social media and mobile strategies
- Examine the advertising industry and understand the interaction of key media elements
- Plan effective strategies for integrated communications using traditional and new media
- Integrate digital campaign strategy with firm objectives, brand strategy, and media plans
- Develop campaign strategies for firms and recommend appropriate implementation
- Track and measure campaigns using various metrics and techniques for communications evaluation

13%

The Bureau of Labor Statistics estimates a job growth rate of 13% in the employment of advertising, marketing, promotions, public relations, and sales managers through 2018. Employers will seek those who have the skills to conduct new types of advertising, marketing, promotions, public relations, and sales campaigns involving new media, particularly the Internet (*Source: Bureau of Labor Statistics*).

Gain Specialized Skills and a Professional Edge

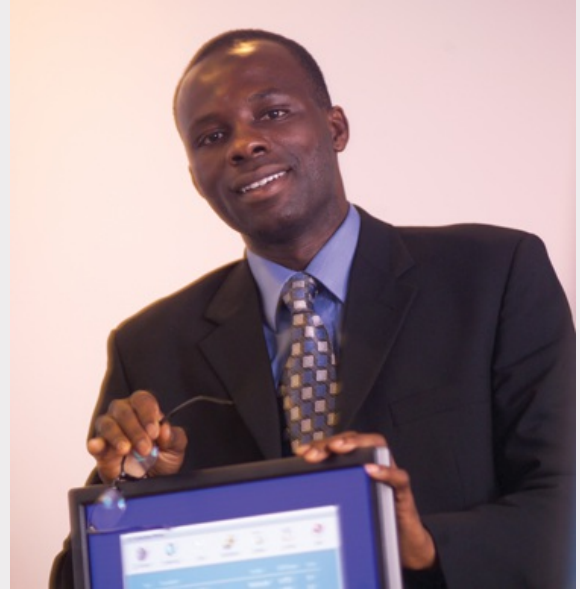
When you earn a MediaStorm MS in Social Media and Mobile Marketing at Lubin, you gain the tools to enhance strategic 360-degree communications reaching customers through various channels and touchpoints, both traditionally and digitally. Students develop skills in researching, planning, implementing, and evaluating social media and mobile strategies to meet 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 the ever changing, new media marketplace—the ultimate blend of strategy and science for creating, delivering, and managing brand communications
- Unique multidisciplinary skills to integrate and utilize digital and traditional media to enhance communications
- The ability to evaluate and measure communications campaigns and reach your target market

Click to [view curriculum for the MediaStorm MS in Social Media and Mobile Marketing](#).

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:



Join Us At Lubin

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- Visit the [Marketing Department Web site](#)

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An Exciting and Lucrative Career

Here's what to expect with an MediaStorm MS in Social Media and Mobile Marketing:

- **The best opportunities:** Growth in digital media spending leads to careers for graduates who have specialized knowledge of new media. The Bureau of Labor Statistics estimates job growth at a rate of 13% in the employment of advertising, marketing, promotions, public relations, and sales managers through 2018. College graduates with related experience, a high level of creativity, and strong communication and computer skills now have access to some of the best job

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.
- UBS
- Zenith Optimedia

Convenient location: Pursue your MS in Social Media and Mobile Marketing 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 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

opportunities available.

- **Employment** of market research analysts is expected to grow 41% from 2010 to 2020 (*Source: Occupational Outlook Handbook, U.S. Department of Labor, 2012-2013*)

- In the 2014-2015 **Payscale College Salary Report**, Lubin ranked in the top 7% for Best Grad Schools.



- **Make your career move** with one of the over 300 employers who recruit Pace graduates every year
- **Varied industries** and professional paths
- **Exciting opportunities** at respected companies and organizations. Companies that have hired recently graduated marketing students include:

- Barneys
- Bayer Healthcare
- Booz Allen
- Cartier
- ChatLab/Conversation
- Consumer Reports
- Diesel
- Digitas
- Disney
- Giorgio Armani
- Grey Group
- Group M
- IBM
- Michael Kors
- Morgan Stanley
- NYSE/Euronext
- Ogilvy Advertising
- Saks Fifth Avenue
- Sony Music
- Townley, Inc.
- Universal Music
- 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 broaden and deepen your learning experience—far beyond what you can expect at any other business school.

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

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.

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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:

- **The world's top advertising** agencies and media companies
- **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

"The MS in Social Media and Mobile Marketing is the perfect program for managers who want to hone their skills in the digital marketing area incorporating the full range of integrated marketing communications available to build brands. Students will learn practical skills to manage communications strategies integrating both digital and traditional media and measure the financial return on investment for a firm."

- Randi Priluck, PhD

Professor of Marketing

Teaches MAR 646 - Social Media and Mobile Marketing Strategies

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