



MBA AND MS IN MARKETING

The Allen G. Aaronson Department of Marketing and International Business offers a variety of graduate and undergraduate programs, including specializations in Digital Marketing and Marketing Analytics, together with career services and a dedicated alumni network. The faculty engage in top quality research, ranging from marketing strategy to consumer behavior, digital marketing, international business, and advertising. Similarly, they consult in a variety of areas and for many major corporations.

Zicklin MBA and MS students work and were hired by major US and international brands, such as:

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|------------------|-------------------|-------------------|--------------------|------------------|-------------------|
| Aeropostale | Chubb | IBM | Macy's | Ogilvy | SAP |
| American Express | Coach | Initiative | Madison Logic | Profero | Siemens |
| AOL | Colgate-Palmolive | InterContinental | MediaMath | PulsePoint | Spring Moves INC |
| Associated Press | Estee Lauder | Hotels Group | NBCUniversal. Inc. | Ready Set Rocket | Standard & Poor's |
| Barneys New York | Etsy | Le Pain Quotidien | Nestle Purina | RealMatch | Swiss Re |
| Capco | Google | Liberty Mutual | North Shore - LIJ | Saatchi & | The New School |
| CDMiConnect | GSK | Macmillan | NPD Group | Saatchi Wellness | Viacom |
| | | | | | Zenith Optimedia |

And work in various functions, including:

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| Account Manager | International Sales and Marketing Associate | Seller Acquisition Manager |
| Analyst - Consumer & Market Insights | IT Research Analyst | Senior Marketing Analyst |
| Analytics Intern | Market Researcher, New Business Development | Senior Merchandising Manager |
| Associate Director, Digital Research | Marketing and Insights Manager | Social Media Intern |
| Associate Merchandise Planner | Marketing Communications Intern | Strategic Account Manager |
| Brand Standards Project Manager | Marketing Engineer | Strategy Analyst |
| Business Analyst | Marketing Research Associate | Strategy and Business Planning Associate |
| Business Insights Coordinator | Media Analytics Coordinator | Summer Research Intern |
| Client Service Representative | Merchandising Intern | Technical Designer |
| Communications Specialist | Online Marketing Manager | Web Content Producer/Manager |
| Consumer Insights Intern | Quality Management Intern | Web Data/Analytic Intern |
| Digital Ad Ops Analyst | Search Associate | |
| Digital Analytics intern | | |
| Digital Marketing Analyst | | |