



Master of Science in Business

Specialization in Marketing

Lehman College Master of Science in Business (MSB) with a specialization in Marketing prepares students with the necessary expertise, insight, and vision in tackling the technical, interpersonal, and conceptual problems of their chosen managerial subfields. The program also constitutes a threshold into higher academic or professional pursuits, such as earning a doctorate in business or law.

Admissions Requirements

- Official transcripts from all post-secondary institutions attended
- Bachelor's degree or foreign equivalent from an accredited school
- Minimum gpa of 3.0 or a minimum gpa of 2.8 with two years of supervisory/managerial experience in (Marketing)
- Two letters of recommendation
- Personal statement (question will be provided in the graduate application)
- Current professional resume
- Applicants without an undergraduate business degree may be admitted contingent upon completing a one-day business review workshop held by the Lehman College School of Business the month before the semester starts
- GRE/GMAT score is OPTIONAL

Note: The online-only MSB program option is not available to students studying on an F1 Visa as they may take only one online course in a semester to maintain full-time student status. However, international students are eligible to participate in the online-format programs from their home countries.

FAST FACTS

\$470.00 per credit*

30 credits total

Can be completed
in
12-18 months

Program
Offered
Fully
Online

*NYS Resident Tuition

Degree Requirements

Students must keep a minimum gpa of 3.0 to maintain enrollment in the MS program in Business

Core Courses Requirements (12 credits)

Credits

MSB 700	Organizational Behavior and Leadership	3
MSB 701	Quantitative Analysis for Managers	3
MSB 703	Computer-Based Information Systems for Managers	3
MSB 706	Business Foundation with Applications	3

Marketing Business Courses (12 credits)

MSB 721	Marketing Analytics	3
MSB 722	International Marketing Management	3
MSB 723	Strategic Marketing Management	3
MSB 724	Social Media Marketing	3

Capstone Seminars (6 credits from the following)

MSB 790	Graduate Research Project in Business	3
MSB 795	Seminar in Strategic Management	3
MSB 796	Seminar in Ethical Issues in Management	3

*Depending on course availability at the time of enrollment, full-time students may be able to complete their degree requirements within 12-18 months by taking eight courses in two semesters, fall and spring, and two courses in the summer.

Questions about the program?

Prof. Shirley Bishop

shirley.bishop@lehman.cuny.edu

Questions about admissions?

<https://www.lehman.edu/admissions/graduate-admissions/applying/>

