



SCHOOL OF BUSINESS STUDIES

IBA, located in Karachi—the financial hub of Pakistan— and is one of the country's most prestigious higher education institutions. The School of Business Studies (SBS), accredited by AACSB, serves as its largest and flagship school, widely recognized for academic excellence and leadership in business education.

SBS features a state-of-the-art campus aligned with international standards, offering a collaborative and innovative learning environment. Its faculty includes distinguished scholars with doctorates from globally renowned institutions. SBS offers a wide array of programs across management disciplines, aimed at nurturing the next generation of high-potential executives.

WHY MS-MARKETING AT IBA?

IBA's academic excellence and innovation legacy sets its MS Marketing program apart. The program prepares students for diverse career paths, whether in academia as researchers or faculty members, or in industry as marketing analysts, consultants, or consumer insights specialists. With dedicated mentorship, exposure to real-world challenges, and hands-on research through facilities like the Neuroscience Lab, students gain a competitive edge in understanding consumer behavior beyond traditional methods. Combined with a clear pathway to prestigious PhD programs globally, IBA offers a transformative educational experience that bridges theory with cutting-edge marketing practices.

- 36 credit hours, evening and weekend classes
- 1.5 years minimum completion time
- Focus on neuroscience & consumer insights
- Hands-on learning via state-of-the-art labs
- Career pathways in research & academia
- Strong foundation for PhD and advanced studies



COURSE STRUCTURE

The MS Marketing program at IBA is more than a series of courses — it's a carefully curated learning journey spread across three semesters, totaling 36 credit hours. It blends theory, research, and hands-on learning to shape the marketers and researchers of tomorrow.

SEMESTER 1

- Responsible Marketing
- Research Methods (for Marketing)
- Marketing and Consumer Insights
- Elective I

- Marketing Intelligence and Analytics
- Neuro-Marketing
- Elective II
- Elective III

SEMESTER 3

- Elective IV
- Elective V
- Thesis/project/Electives

SEMESTER 2

ELECTIVE COURSES

The MS Marketing electives at IBA offer students the opportunity to deepen their research-based understanding of marketing while developing analytical and applied skills. Students enhance their knowledge of strategy and markets through electives like *Marketing Strategy*, *Social Media Analytics*, *Business-to-Business Marketing and Channel Strategy*, *Sustainable Marketing*, and *Advertising and Society*. Research-oriented electives such as *Retail Analytics* (1.5 credit hours) and *Research Analytics* (1.5 credit hours), taken together, strengthen analytical rigor and methodological skills. Applied and technology-driven courses, including *Introduction to Process Mining*, *Business Consulting Lab*, and *Generative AI: Strategy, Systems, and Real-World Impact*, further prepare students to conduct impactful research and address emerging challenges in marketing practice.

SCHOLARSHIPS, GRANTS & FINANCIAL ASSISTANCE

Installment Plan: The students can apply for 2-3 installments per semester. However, the installments must be paid within the same semester.

Qarz-e-Hasna: The IBA facilitates its students in securing an interest-free loan (Qarz-e-Hasna) to pay their tuition fee during their study period.

Need-based Financial Assistance: The IBA encourages aspiring students from diverse social backgrounds to enroll and study at the IBA.

Research & Teaching Assistantships (RA/TA): IBA offers part-time, paid opportunities for students to work as Research Assistants (RAs) or Teaching Assistants (TAs) as part of its financial assistance and academic enrichment initiatives.



ACADEMIC ENVIRONMENT

RESEARCH-FOCUSED LEARNING

Emphasis on high-quality academic research with access to expert faculty and specialized facilities like the Neuroscience Lab.

COLLABORATIVE & INCLUSIVE CULTURE

A dynamic learning environment that encourages dialogue, teamwork, and diverse perspectives.

CRITICAL THINKING & RIGOR

Programs are designed to develop analytical and problem-solving skills through intellectually challenging coursework.

PROFESSIONAL & ETHICAL STANDARDS

Strong focus on academic integrity, ethical conduct, preparing students for impactful careers, and further studies.



CAREER OPPORTUNITIES

Graduates of the MS Marketing program are equipped for diverse roles in research, strategy, and consumer insights, including:

- Marketing Research Analyst
- Consumer Insights Specialist
- Brand or Advertising Strategist
- Digital Marketing Analyst
- Marketing Consultant
- Academic or Researcher in Marketing

ELIGIBILITY CRITERIA

Applicants must have at least 16 years of education from a recognized institution with a minimum CGPA of 2.5 or 60% marks in their most recent degree.

Applicants without a BBA or BS in Accounting & Finance must complete a Business Orientation Program (BOP) before enrolling in the main courses.

APTITUDE TEST EXEMPTION

Minimum score of 600 on the GMAT, or a GRE score of 160 in quantitative and 150 in verbal.



<https://msmarketing.iba.edu.pk/>

FOR MORE INFORMATION



Main Campus

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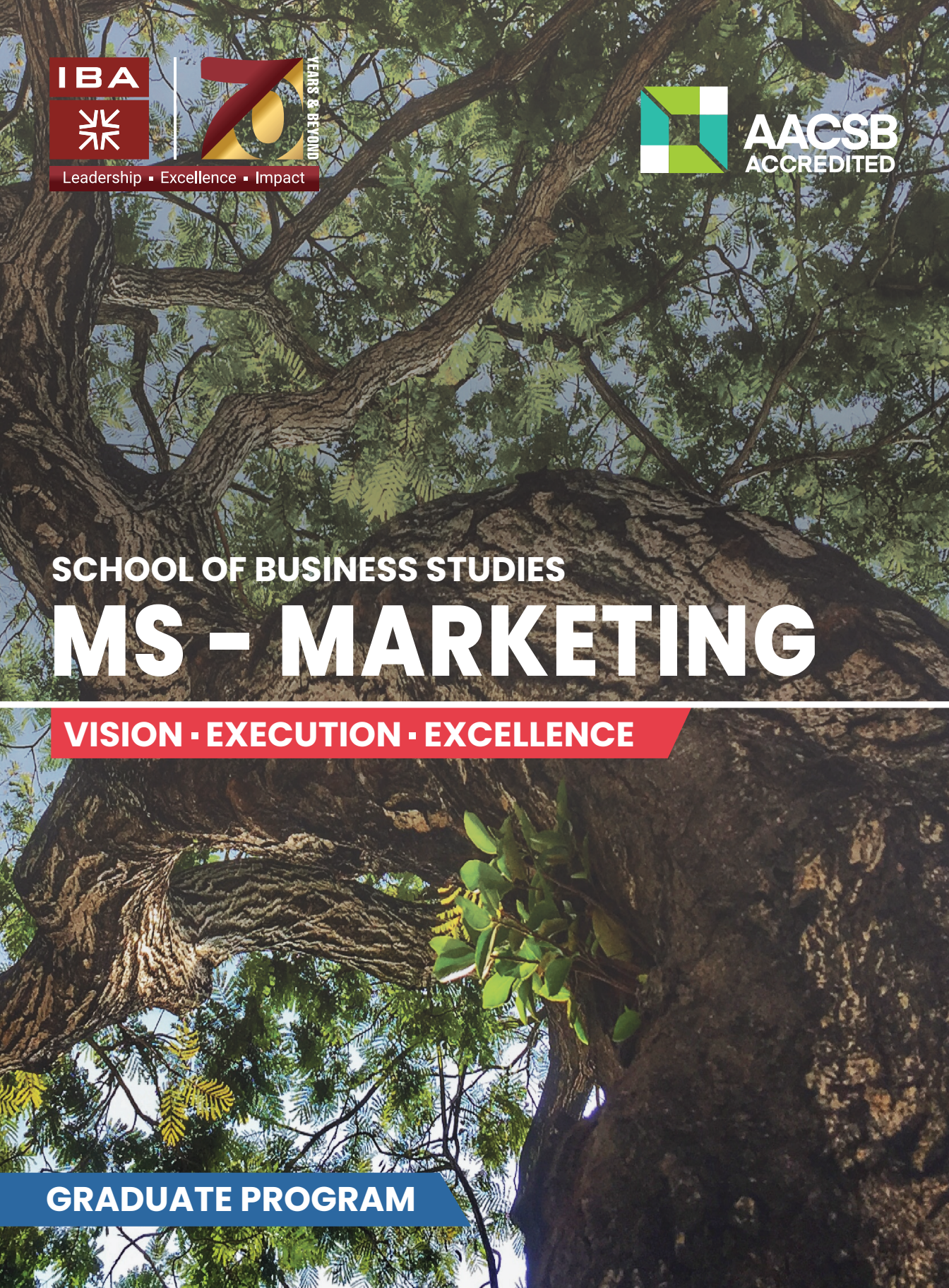
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SCHOOL OF BUSINESS STUDIES MS - MARKETING

VISION • EXECUTION • EXCELLENCE

GRADUATE PROGRAM