MASTER OF SCIENCE IN MARKETING ANALYTICS AND STRATEGY

Program

Requirements

The program consists of 10 three-credit courses: seven required and three electives. Two additional courses are required if the students do not meet the MKTG 5400 and DATA 5400 prerequisites. The program is designed to be completed either in one year's time (full-time) or in two years (part-time).

Code	Title	Credits
MKTG 6510	Advanced Consumer Behavior for Managers	3
MKTG 6520	Research for Marketing Insights and Decisions	3
MKTG 6550	Advanced Marketing Strategy	3
MKTG 6570	Digital Marketing and Analytics	3
MKTG 6580	Multivariate Analysis for Consumer Insights	3
MKTG 6583	Pricing Strategies and Analytics	3
MKTG 6999A	Capstone Project: Marketing Analytics and Strategy	3
Select three elective courses from the following:		9
DATA 5405	Python Fundamentals	
or DATA 6505	Data Munging in Python	
DATA 6560	Sports Analytics	
MKTG 6500	Customer Value	
MKTG 6505A & MKTG 6505B	Introductory Storytelling in Marketing and Advanced Storytelling in Marketing	
MKTG 6525	Customer Experience	
MKTG 6535	Strategic Brand Management	
MKTG 6540	Advertising Management	
MKTG 6560	Category Management and Shopper Insights	
MKTG 6590	Experimental Research	
MKTG 6900	Contemporary Topics	
Total Credits		**30**

Business Analytics Specialization

Many marketing analyst positions "prefer or require" programming skills and knowledge of predictive and causal analytics such as Python, R or another languages and skills. The Business Analytics specialization would enhance the degree with three selected electives in DATA.

Code	Title	Credits
Select any three DATA graduate-level courses.		9

Finance Specialization

Many marketing positions require budget management and finance skills to properly evaluate and audit spending inputs for analytical modules such as Marketing Mix or to analyze a program and provide strategic recommendations of how to improve ROI or business results. With three electives purposefully chosen in Finance, this specialization provides an additional area of expertise and competitive advantage to our students interested in enhancing this aspect of their preparation.

Code	Title	Credits
Select any three FNCE graduate-level courses.		9

Management Specialization

As all students have the desire to advance within their careers, many will have the opportunity to become managers. Providing students with an option for a specialization in Management will allow them to learn management skills in addition to the marketing analytics and strategy skills obtained from the program.

Code	Title	Credits
Required:		9
MGMT 6504	Managing People for Competitive Advantage	
One MGMT graduate-level research course		
One MGMT graduate-level elective		

Product Management Specialization

Many professions in the area of marketing analytics and strategy require an understanding of product management with additional knowledge in the areas of category management, shopper insights and customer experience to make strategic business decisions. By pursuing a specialization in Product Management, students interested in any of these career positions will develop the essential knowledge required by businesses today.

Code	Title	Credits
Required:		9
MKTG 6525	Customer Experience	
MKTG 6535	Strategic Brand Management	
MKTG 6560	Category Management and Shopper Insights	

Dual Degree MBA and MS in Marketing Analytics and Strategy

Students may pursue dual degrees, earning both a Master in Business Administration and a Master of Science in Marketing Analytics and Strategy, in less time and with fewer credits than if they were to complete both degrees separately. Please see the Dual Degree MBA/MAS section of this catalog for details.