MASTER OF SCIENCE IN MARKETING ANALYTICS AND STRATEGY

Today's most effective marketing strategies are those powered by research-based data analysis. The MS in Marketing Analytics and Strategy (MAS) program will help students develop the skills necessary to become an expert in the field. Our industry partnerships and experiential learning projects provide opportunities for students to use real-world business data with the latest digital, visual, and analytical tools.

Dolan's MAS curriculum is taught by expert faculty who bring decades of industry experience to the classroom. Our relationships with Fortune 500 companies offer students resume-building experiences throughout the program, concluding with a capstone project to provide research-based strategic recommendations for real businesses.

Students learn advanced strategic and analytical skills, applying business data such as Nielsen, IRI, and Kantar Media. Gain hands-on experience in popular industry analytical tools, such as AI, Google Analytics, Hootsuite, Sprout Social, Tableau, Qualtrics, SPSS, and Excel, with the opportunity to learn programming languages like Python, and R.

This STEM-designated program may be completed either in one year's time (full time) or over two years (part time). The program allows flexibility with an online or hybrid format—both delivered by our expert faculty and is designed for:

- Recent graduates looking to advance their foundation in marketing as well as their strategic and analytical skills to draw data-driven marketing insights.
- Working professionals with prior experience in marketing who want to learn more about using analytics to support strategic decision making.
- Professionals who are looking to transition careers from other fields to marketing.

The overarching learning goals of the program are:

Goal I: Students will have the knowledge and understanding to evaluate a business situation and provide a business proposal for a real-world company that will help to improve business results.

Goal II: Students will have the ability to assess existing or collected quantitative and/or qualitative business data and develop insights and key learnings that lead to a strategic recommendation for a business.

Goal III: Students will have demonstrated applied knowledge and skills to their project from at least four courses taken within the MAS program curriculum.

Program

Requirements

The requirements for the MAS fall into categories of Prerequisite courses, Foundational Tier, Proficiency Tier, Profession Specializations or Electives Tier, and the Capstone.

Code	Title	Credits
Prerequisite Courses:		
DATA 5400	Applied Business Statistics	
MKTG 5400	Marketing Management	
Foundational Tier		**9**
All courses are required		
MKTG 6520	Research for Marketing Insights and Decisions	
MKTG 6530	Marketing Analytics	
MKTG 6550	Advanced Marketing Strategy	
Proficiency Tier		**9**
Choose 3 courses from the following:		
MKTG 6510	Advanced Consumer Behavior for Managers	
MKTG 6570	Digital Marketing and Analytics	
MKTG 6580	Advanced Marketing Analytics	
MKTG 6583	Pricing Strategies and Analytics	
DATA 5405	Python Fundamentals	
DATA 6505	Data Munging in Python	
Capstone		
MKTG 6999A	Capstone Project: Marketing Analytics and Strategy	3
Profession Specializations or Electives Tier		**9**
Choose a specialization or any 3 MKTG or DATA graduate level coures. Courses must not have been taken in Foundational or Proficiency Tiers.		
Total Credits		**30**

Business Analytics Specialization

Many marketing analyst positions "prefer or require" knowledge of predictive and causal analytics as well as programming languages, such as Python or R. 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
Select three of the following courses:		9
MKTG 6500	Customer Value	
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.

Courses

Marketing

MKTG 5400 Marketing Management   3 Credits

This course examines analytical and managerial techniques that apply to marketing functions with an emphasis on the development of a conceptual framework necessary to plan, organize, direct, and control the product and strategies needed for promotion, distribution, and pricing of a firm's products. The course also considers the relationship of marketing to other units within a firm.

MKTG 5410 Marketing in the Digital World   1.5 Credits

This course will provide students with the understanding of the role of marketing in the modern corporation. The course integrates the fundamental concepts of marketing with the newest trends in digital and social media marketing. Emphasis will be placed on how firms execute marketing strategy utilizing the latest digital tools. Open to MS Management students only.

MKTG 6500 Customer Value   3 Credits

Prerequisite: MKTG 5400.

This course examines the concept of customer value with the goal of understanding how it can be used to achieve customer satisfaction, which in turn generates loyalty and, ultimately, a long-term customer-firm relationship. Topics include the nature of the costs and benefits associated with the notion of customer value, measuring and analyzing customer value and satisfaction, and understanding the associated concepts of customer loyalty and customer relationship management. The class consists of a mix of lectures, case analyses, in-depth qualitative research projects, and opportunities for practical applications, such as a marketing simulation.

MKTG 6505A Introductory Storytelling in Marketing   1.5 Credits

Prerequisite: MKTG 5400.

Storytelling is an essential part of marketing communication. This course will allow students to understand the power of "the story" in a marketing context in how brands can effectively communicate, persuade, and influence key audiences. Students will learn to leverage brand stories in building long-term relationships with customers. Students will acquire the basics of storytelling drawing from its inter-disciplinary nature including the models and science behind it. They will also learn about the critical elements and techniques used in storytelling. Students will work on in-class assignments using established brands to identify good story ideas along with ways to capture target audiences' attention. They will not only learn to understand and critique brand stories but also be able to craft and execute holistic brand-customer stories through various promotional mix platforms.

MKTG 6505B Advanced Storytelling in Marketing   1.5 Credits

Prerequisite: MKTG 6505A.

Storytelling with data is an essential part of marketing communication. This course will allow students to use data for effective brand-customer storytelling within an overarching brand strategy framework. Students will learn to apply the critical elements, techniques, including story angles and hooks in effectively communicating a brand-customer story backed with data. Students will work on an in-class project that entails research design, data collection and analysis to not only create a powerful data-oriented, brand-customer story but also to implement this story on at least one promotional mix platform.

MKTG 6510 Advanced Consumer Behavior for Managers   3 Credits

Prerequisite: MKTG 5400.

This course offers an interdisciplinary approach to understanding the behavior of consumers in the marketplace, covering concepts from the fields of economics, psychology, social psychology, sociology, and psychoanalysis. Topics include motivation, perception, attitudes, consumer search, and post-transactional behavior.

MKTG 6520 Research for Marketing Insights and Decisions   3 Credits

Prerequisite: MKTG 5400.

This course provides an overview of the risks associated with marketing decisions and emphasizes developing skills for conducting basic market research. Topics include problem formulation, research design, data collection instruments, sampling and field operations, validity, data analysis, and presentation of results.

MKTG 6525 Customer Experience   **3 Credits**

Customer experience (CX) occurs every time a customer interacts with a company via any channel, at any time, for any purpose. Creating word-class, end-to-end customer experiences has become an innovative way to gain sustainable competitive advantage, but it requires a deep understanding of both the customers and how they interact, as well as a commitment to change business processes based on that understanding. In this course, students will learn how to create compelling customer experiences along the whole process of customer touch-points, from prospect to purchase. Topics to be covered include pre-purchase profiling and segmentation of prospects, persona development, experience mapping, and the role of technology platforms and artificial intelligence that drive advanced customer journeys. The class consists of a mix of lectures, case analyses, and a project that includes designing, planning, and executing a complete Customer Experience for a selected brand/organization.

MKTG 6530 Marketing Analytics   **3 Credits**
Prerequisites: MKTG 5400, DATA 5400.

Marketing analytics is the practice of leveraging data to drive marketing decision-making and strategy. This course introduces students to essential analytical techniques used to collect, analyze, visualize, and interpret marketing data including the ethical challenges with AI, machine learning and big data. Through a combination of theoretical concepts, hands-on exercises, and simulations, students will develop skills in data-driven marketing, optimization, and predictive modeling. By the end of the course, students will have gained hands-on experience with marketing data technologies and developed the ability to make data-driven marketing decisions.

MKTG 6535 Strategic Brand Management   **3 Credits**
Prerequisite: MKTG 5400.

This course focuses on the theory and conceptual tools used to develop and implement product and service branding strategies, as means for insuring brand awareness, acceptance, and success, or "equity," in the marketplace. The course highlights the importance and impact of the brand in the marketplace, identifies various decisions involved in creating successful brands, provides an overview of different means for measuring brand effectiveness, and explores the existence of customer-brand relationships. The course incorporates three general modules: Module 1: Identifying/Developing Brand Equity; Module 2: Measuring Brand Equity; Module 3: Managing Brand Equity.

MKTG 6540 Advertising Management   **3 Credits**
Prerequisite: MKTG 5400.

This course provides a comprehensive overview of advertising and promotional processes, and develops strategies facilitating managerial decisions in the areas of advertising, public relations, sales promotion, and direct marketing. This course analyzes the importance and influence of advertising in the changing marketplace; provides students with an integrated approach for analyzing marketing communication opportunities; develops the capability for designing, implementing, and evaluating advertising campaigns; and promotes an understanding of the different methods of measuring advertising effectiveness.

MKTG 6550 Advanced Marketing Strategy   **3 Credits**

The course will focus on the importance of an effective marketing strategy in order for businesses to make key marketing decisions and be successful. In this course, students will learn to strategically analyze and solve marketing problems from a decision maker's perspective. Students will focus on solving four fundamental marketing problems known as the "First Principles of marketing strategy" that firms face when designing and implementing marketing strategies. In order to develop an effective marketing strategy, most critical decisions must address that 1) All customers differ; 2) All customers change; 3) All competitors react and 4) All resources are limited. Application of the principles will cover all elements of the marketing mix including topics such as research and development, demographic targeting and segmentation, pricing, product forecasting, marketing channels, sales force distribution and media allocation.

MKTG 6560 Category Management and Shopper Insights   **3 Credits**
Fee: $100
Prerequisite: MKTG 5400.

In this course, students will learn how retailers and manufacturers engage in a collaborative process to manage a product category at retail for the purpose of optimizing shopper satisfaction to increase revenues and profits. The course imparts students with hands on training on how to analyze retail POS (Point of Sales) data (syndicated scanner data). An emphasis will be given to data interpretation and implication on strategic and tactical decision making related to product assortment, shelf set, promotion, and pricing decisions for the purpose of generating store traffic, improving shopper loyalty, and ultimately increasing revenues and profitability. Students will learn how to leverage insights through a combination of case studies, workshops and by creating compelling, fact-based presentations.

MKTG 6570 Digital Marketing and Analytics   **3 Credits**
Prerequisite: MKTG 5400.

The aim of this course is to provide students with a strategic understanding of the scope and dynamics of digital marketing, as well as its impact on businesses and consumers. The course also imparts tactical knowledge regarding the current, industry-relevant, digital marketing tools and practices. In addition to learning how to plan and integrate marketing objectives across multiple digital platforms (including website, search, social media, email, and mobile), students will learn how to measure their impact through analytics. The course will also discuss ethical concerns surrounding digital consumer targeting, and provide students with best-practices for formulating a successful digital brand.

MKTG 6575 Social Media Analytics and Strategy   **3 Credits**
Prerequisites: MKTG 5400 and DATA 5400.
MKTG 6575 will focus on satisfying business' needs for social media managers and analysts that can effectively build, manage and analyze social media campaigns that are effective and generate results that provide them with a competitive advantage. Throughout this course, students will learn social media strategies and analytics methods such as social listening, social CRM, and social network analysis. While gaining hands-on experience, students will connect businesses with their target audiences across a wide range of social media platforms such as Facebook, YouTube, Instagram, TikTok, Twitter and Pinterest. Through their work with each of these platforms, they will develop content, create paid social campaigns, and interpret the analytical data generated by their efforts. By the end of this course, students will have gained industry relevant social media management and analytics certifications while using technology such as AI and Canva. Students will have learned strategies for turning data into actionable insights that can be used to improve social media marketing campaigns. Learning will be achieved through lectures, assessments, case studies with interactive discussions, certifications and an experiential learning project for a business.

MKTG 6580 Advanced Marketing Analytics   **3 Credits**
Prerequisite: MKTG 5400, MKTG 6520.
With unprecedented growth in data availability, companies are increasingly focusing on data driven decision making in marketing. As most of this data is multivariate, an understanding of statistical techniques used to analyze it gains paramount importance. The objective of this course is to develop skills with a range of procedures for multivariate data analysis involving dimension reduction, pattern recognition, classification, and prediction. Students will engage in experiential exercises that require utilizing statistical software to organize and analyze data, interpreting the results, and presenting actionable conclusions for decision making.

MKTG 6583 Pricing Strategies and Analytics   **3 Credits**
Fee: $65
Pricing is the only element of the marketing mix that generates revenue. The other marketing instruments typically drive cost in the process of creating customer value, which is recaptured through effective pricing. This course establishes a foundation for effective pricing decisions by teaching key economic, analytical, and behavioral concepts associated with costs, customer behavior, and competition; introduces students to advanced pricing techniques that aim to create additional value, including dynamic pricing, segmented pricing, pricing structures, and promotions; and highlights practical applications of these approaches within specific industry contexts. Through a mixture of lectures, case studies, and analytical techniques, the course will prepare students to address strategic and tactical issues related to pricing.

MKTG 6590 Experimental Research   **3 Credits**
Prerequisites: MKTG 5400, MKTG 6520.
Experiments are widely used in marketing research to investigate cause and effect relationships, such as the impact of a price change on sales, or the impact of a new promotional campaign on brand awareness, or the impact of a change in the ingredients of a product on brand acceptance. This course is intended to acquaint the student with the basic topics of experimental design and analysis. It is intended to provide an understanding of the components of an experiment, the various types of experimental designs, the analysis of experimental results, and when experiments are indicated as a research option.

MKTG 6900 Contemporary Topics   **3 Credits**
This course examines recent practitioner and academic literature in various areas of marketing, incorporating guest speakers as appropriate. Topics vary each semester to fit the interests of the seminar participants.

MKTG 6990 Independent Study   **3 Credits**

MKTG 6999A Capstone Project: Marketing Analytics and Strategy   **3 Credits**
Prerequisites: Four courses from: MKTG 6510, MKTG 6520, MKTG 6550, MKTG 6570, MKTG 6580, MKTG 6583.
In this course, students demonstrate how the knowledge and skills learned in the MS in Marketing Strategy and Analytics program can be applied to business problems. Students will demonstrate this competence by providing professional consulting advice to a local organization to solve a business problem in order to gain competitive advantage. Students undertake a major research project as a central activity in this course drawing on the expertise and research methodologies they have developed in the program.

Dual Degrees

A dual graduate business degree program allows students to pursue two graduate degrees, combining a Master of Business Administration (MBA) with specialized Master of Science (MS) graduate degree in a specific field, or combining two specialized MS programs. The goal is to provide a broader skill set, enabling graduates to apply business knowledge in specialized industries or roles.

The advantage of dual-degree programs is that they can be completed in less time than pursuing the degrees separately. These programs are ideal for individuals looking to expand their expertise across multiple disciplines, enhance career prospects, and increase their versatility in the job market.

For students that are interested in pursuing two degrees within the Dolan School of Business, Fairfield University allows for a maximum of 25% overlap of courses for students. The dual degree program options include:

MBA/MS Dual Degree

Students will complete the seven core MS courses, five MBA subject area courses, and four MBA concentration courses. The MBA concentration will be in a different discipline the MS program. The MBA concentration courses will count as MS electives. A minimum of 16 courses/48 credits is required.

The MS in Business Analytics has two required prerequisite courses DATA 5400 Applied Business Statistics and DATA 5405 Python Fundamentals. There is a test-out option for these courses.

Any prerequisite courses required for either the MBA or any of the MS programs will be required.

Sample Plans of Study: MBA/MSBA, MBA/MSF, MBA/MAS

MS/MS Dual Degree

Students will take the seven core MS courses from the first program, the seven core courses from the second program, plus an additional elective/capstone in one of the areas. A minimum of 15 courses/45 credits is required.

The MS in Business Analytics has two required prerequisite courses DATA 5400 Applied Business Statistics and DATA 5405 Python Fundamentals. There is a test-out option for these courses.

Any prerequisite courses required for either the MBA or any of the MS programs will be required.

Sample Plans of Study: MSF/MSA, MSF/MSBA

Career Development

The Dolan Career Development Center provides professional development services that enrich graduate students' academic experiences and inspire tomorrow's business leaders. For more information, reference the Career Development section of this catalog.