

MASTER OF SCIENCE IN MARKETING ANALYTICS AND STRATEGY

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 courses. 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.