

DUAL DEGREE MASTER OF BUSINESS ADMINISTRATION AND MASTER OF SCIENCE IN MARKETING ANALYTICS AND STRATEGY

Requirements

| Code | Title | Credits |
|---|--|-----------|
| MAS Required Background ¹ | | |
| DATA 5400 | Applied Business Statistics | |
| MKTG 5400 | Marketing Management | |
| MBA Subject Area Courses | | |
| Select one ACCT course | | 3 |
| Select one DATA course | | 3 |
| Select one ECON course | | 3 |
| Select one FNCE course | | 3 |
| MGMT 6503 | Legal and Ethical Environment of Business | 3 |
| MBA Concentration | | |
| Select a concentration in one of the following areas: | | 12 |
| Accounting | | |
| Analytics | | |
| Economics | | |
| Finance | | |
| Management | | |
| MAS Courses | | |
| 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 |
| Total Credits | | 48 |

*Additional credits may be required if student does not meet required background.

¹ May be waived if undergraduate equivalent taken. DATA 5400 may be waived with successful completion of an online test-out exam.

MAS candidates, in order to obtain the 30 credits required by that program, will use MBA concentration courses to fulfill the 9 elective credits required of the MAS degree.