

MASTER OF SCIENCE IN MARKETING ANALYTICS AND STRATEGY

Program

Requirements

The program consists of 10 three-credit courses: seven required and three electives. Students who do not meet the prerequisite requirements will need to take MKTG 5400 and DATA 5400 prior to the start of program.

| 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 |

Students are required to complete an additional 9 credits (3 courses) of graduate work. Students may choose elective courses either to fulfill the requirements of one of the specializations listed below, or to enhance their Marketing Analytics & Strategy required curriculum, with a combination of 3 courses at the 6500-level for MKTG or DATA, DATA 5405 or DATA 6505.

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: | | |
| MGMT 6504 | Managing People for Competitive Advantage | 9 |
| 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: | | |
| MKTG 6500 | Customer Value | 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.