

MASTER OF SCIENCE IN MARKETING ANALYTICS

The Master of Science in Marketing Analytics requires the successful completion of 33 credit hours (11 courses). Part-time students can enroll for as few as one course per semester and can take up to five years to complete their degree. Full-time students are expected to enroll for at least three courses per semester and can complete their degree in two years. The program schedule allows flexibility to students who wish to accelerate their studies. For example, full-time students could graduate in roughly a year by starting in summer of year 1 and completing their program in summer year 2, but this requires careful planning.

Curriculum

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| Core Courses | | (24) |
| BUS 510 | Building an Innovative and Sustainable Business | 3 |
| BUS 550 | Business Analytics for Competitive Advantage | 3 |
| BUS 590 | Business Innovation in the Next Economy | 3 |
| MAX 501 | Insights into the Next Economy Markets | 3 |
| MAX 502 | Analytics for Decision Making | 3 |
| MAX 503 | Marketing Research & Engg | 3 |
| MAX 504 | Creating, Communicating, and Delivering Customer Value | 3 |
| MAX 505 | Strategic Marketing Management | 3 |
| Concentration | | (9) |
| Select 9 credit hours in Marketing Analytics or Marketing Communication | | 9 |
| Total Credit Hours | | 33 |

Marketing Analytics Concentration

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| MAX 521 | Qualitative and Survey Research Methods in Business | 3 |
| MAX 522 | Predictive Analytics | 3 |
| MAX 523 | Social Media Marketing Analytics | 3 |

Marketing Communication Concentration

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| MAC 511 | | 3 |
| Select a minimum of two courses from the following: | | 6 |
| MAC 512 | | 3 |
| MAC 513 | | 3 |
| MAC 514 | | 3 |
| MAC 515 | | 3 |
| MAC 516 | | 3 |