

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 one and completing their program in summer year two, but this requires careful planning.

Curriculum

Code	Title	Credit Hours
Core Courses		(24)
BUS 510	Fundamentals of Innovative Bus	3
BUS 550	Business Statistics	3
BUS 590	Business Strategy Capstone Pro	3
MAX 501	Digital Marketing	3
MAX 502	Analytics for Decision Making	3
MAX 503	Marketing Research & Engg	3
MAX 504	Marketing Strategy	3
MAX 505	Strategic Marketing Management	3
Concentration		(9)
Select nine credit hours in Marketing Analytics or Marketing Communication		9
Total Credit Hours		33

Marketing Analytics Concentration

Code	Title	Credit Hours
MAX 521	Qualitative Research Methods	3
MAX 522	Predictive Analytics	3
MAX 523	Social Media Mktg Analytics	3

Marketing Communication Concentration

Code	Title	Credit Hours
MAX 511	Integrated Mktg Comm Strategy	3
Select a minimum of two courses from the following:		6
MAX 512	Customer Touch Points	3
MAX 513	Managing Sustainable Brands	3
MAX 514	Customer Relationship Mgmt	3
MAX 515	Database and Direct Marketing	3
MAX 516	Social Media Mktg Strategy	3