

# 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 |
|--------------------------------------|--------------------------------|--------------|
| <b>Core Courses</b>                  |                                | <b>(24)</b>  |
| BUS 550                              | Business Statistics            | 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 506                              | Database Design and SQL        | 3            |
| MAX 522                              | Predictive Analytics           | 3            |
| MAX 523                              | Social Media Mktg Analytics    | 3            |
| <b>Electives</b>                     |                                | <b>(9)</b>   |
| Select 9 credits from the following: |                                | 9            |
| MAX 507                              | Visual Analytics               | 3            |
| MAX 526                              | Quantitative Marketing Models  | 3            |
| MAX 595                              | Special Topics                 | 3            |
| MAX 597                              | Independent Study              | 3            |
| MBA 505                              | Microeconomics and Game Theory | 3            |
| MBA 532                              | Artificial Intelligence        | 3            |
| MBA 534                              | Blockchain                     | 3            |
| MBA 536                              | Internet of Things             | 3            |
| <b>Total Credit Hours</b>            |                                | <b>33</b>    |