

Marketing and Marketing Analytics MS

Master of Science in Marketing and Marketing Analytics - Option II Non-Thesis

Required Core Courses (18 semester hours)

MKT 521	Marketing Management and Analytics (Should be taken in the student's first semester)	3
MKT 524	Consumer and Buyer Behavior Analytics	3
MKT 529	Data-Driven Marketing Decisions (Should be taken in the student's last semester)	3
MKT 547	Product Innovation and Supply Chains	3
MKT 568	Integrated Marketing Communication (IMC) and Promotion	3
MKT 569	Interactive and Digital Marketing	3

Research Component (3 semester hours required)

MKT 595	Business Research Methods	3
Should be taken in the student's first semester of core courses in the marketing orientation of the MS degree plan		

Electives: 9 semester hours required

MKT 540	Social Media Marketing	3
MKT 545	Key Small Business Insights	3
MKT 567	Consumer Marketing	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 574	Customer Relationship Management	3
MKT 575	Search Engine Optimization	3
MKT 580	Marketing - Internship	0-4

Total Hours		30
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