

Marketing and Marketing Analytics MS

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

Foundation Study in Marketing and Marketing Analytics

These courses can be waived for students with appropriate undergraduate coursework.

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| ECO 502 | Quantitative Analysis for Managers | 3 |
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Required Core Courses (18 semester hours)

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| MKT 521 | Marketing Management and Analytics | 3 |
| MKT 524 | Consumer and Buyer Behavior Analytics | 3 |
| MKT 529 | Data-Driven Marketing Decisions | 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)

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

General Option (no minor): 9 semester hours required

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| MKT 545 | Key Small Business Insights | 3 |
| MKT 567 | Consumer Marketing | 3 |
| MKT 574 | Customer Relationship Management | 3 |
| or MKT 580 | Marketing - Internship | |

Marketing Decision Analytics Minor: 9 semester hours required

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| MKT 540 | Social Media Marketing | 3 |
| MKT 570 | Marketing Analytics & Intelligence | 3 |
| MKT 574 | Customer Relationship Management | 3 |
| or MKT 580 | Marketing - Internship | |
| MKT 575 | Search Engine Optimization | 3 |
| BUSA 511 | Business Analytics for Managers | 3 |

Digital Marketing Minor: 9 semester hours required

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| MKT 540 | Social Media Marketing | 3 |
| MKT 575 | Search Engine Optimization | 3 |
| MKT 580 | Marketing - Internship | 0-4 |
| BUSA 516 | Emerging Technologies and Business Innovations | 3 |

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| Total Hours | | 30 |
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Note: Other graduate courses may be approved by the Graduate Programs in Business Advising Center, provided the student has a minimum of 6 courses (18 semester hours) in Marketing.

Successful completion of the Comprehensive Exam is required of all students.