

Curriculum: Master of Science in Marketing Analytics

MASTER OF SCIENCE IN MARKETING ANALYTICS

Effective September 2013

(30-39 credits)

Foundation Courses

(9 credits)

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
GR 521	Managerial Statistics	None
GR 522	Economic Environment of the Firm	None
GR 523	Marketing Management	None

Core Courses

(15 Credits)

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
MK 612	Strategic Marketing	GR523 or CoReq with Instructor Permission
MK 711	Marketing Research and Analysis	Pre or Co-Req: GR521 and GR523
MK 726	Customer Data Analysis and Relationship Marketing	Pre or Co-Req: GR523
ST 625	Quantitative Analysis for Business	GR521
ST 635	Intermediate Statistical Modeling for Business	ST625

Electives

(15 Credits)

- Select 3 courses in Marketing (MK) from the following list:

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
MK 701	Internship in Marketing	Six hours of Marketing (MK) courses at the 600 level or higher and Internship Coordinator Permission
MK 712	Consumer and Buyer Behavior	GR523
MK 713	Marketing Promotion and Communication	GR523
MK 715	New Products: Planning, Development & Marketing	GR523
MK 716	International Marketing	GR523
MK 718	The Marketing of Services	GR523
MK 725	E-Marketing	GR523
MK 735*	Marketing Corporate Immersion (formerly <i>Start-Up Marketing in the New Economy</i>)	GR523
MK 755	Special Topics in Marketing	GR523
MK 758	Enhancing Creativity	None

- Select two courses in Marketing or any other discipline at the 600, 700, or 800 level

ADVISING GUIDANCE

- All course work must be completed within five years.
- All course prerequisites must be satisfied. Please note that the stated prerequisites of a course may also have a prerequisite that must be satisfied.
- GR500 and GR600 level courses are designated on the course schedule as “D”, “P”, or “AL”. The “D” section is reserved for students whose primary degree is Full-Time MBA and the “P” sections are reserved for all other MS and Part-Time MBA students. The “AL” section is reserved for Accelerated Online MBA students with a limited number of seats open to students in other programs.
- *Not open to Full-Time MBA students or students who took GR 735 and/or MK755A.