

MARKETING CONCENTRATION, DATA SCIENCE (MS) ONLINE

Course Requirements

Introductory Courses

Course	Title	Quarter Hours
IT 403	STATISTICS AND DATA ANALYSIS	4
CSC 412	TOOLS AND TECHNIQUES FOR COMPUTATIONAL ANALYSIS	4
CSC 401	INTRODUCTION TO PROGRAMMING	4

Foundation Courses

Course	Title	Quarter Hours
DSC 423	DATA ANALYSIS AND REGRESSION	4
DSC 430	PYTHON PROGRAMMING	4
DSC 441	FUNDAMENTALS OF DATA SCIENCE	4
DSC 450	DATABASE PROCESSING FOR LARGE-SCALE ANALYTICS	4
Select one (1) of the following applied analytics courses:		4
DSC 424	ADVANCED DATA ANALYSIS	
DSC 465	DATA VISUALIZATION	

Advanced Courses ¹

Course	Title	Quarter Hours
MKT 555	MARKETING MANAGEMENT	4
MKT 530	CUSTOMER RELATIONSHIP MANAGEMENT	4
MKT 534	ANALYTICAL TOOLS FOR MARKETERS	4
Select four (4) Credit Hours from the following list:		4
MKT 529	PRECISION MARKETING	
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	
MKT 798	SPECIAL TOPICS (must be approved by program coordinator)	

¹ Some advanced courses may not be offered online. Students may consult with their faculty advisor to determine suitable course substitutions.

Elective Courses

Students must take eight (8) Credit Hours of graduate level elective courses in the areas of statistical modeling, data mining or database technologies. Elective courses must be selected from the following list:

Course	Title	Quarter Hours
CMNS 549	SPECIAL TOPICS IN ORGANIZATIONAL COMMUNICATION	
CSC 452	DATABASE PROGRAMMING	

CSC 468	PROGRAMMING INTERACTIVE DATA VISUALIZATION FOR THE WEB
CSC 481	INTRODUCTION TO IMAGE PROCESSING
CSC 482	APPLIED IMAGE ANALYSIS
CSC 484	ETHICS IN ARTIFICIAL INTELLIGENCE
CSC 521	MONTE CARLO ALGORITHMS
CSC 528	COMPUTER VISION
CSC 543	SPATIAL DATABASES & GEOGRAPHIC INFORMATION SYSTEMS
CSC 555	MINING BIG DATA
CSC 575	INTELLIGENT INFORMATION RETRIEVAL
CSC 576	COMPUTATIONAL ADVERTISING
CSC 578	NEURAL NETWORKS AND DEEP LEARNING
CSC 580	ARTIFICIAL INTELLIGENCE II
CSC 583	NATURAL LANGUAGE PROCESSING
CSC 594	TOPICS IN ARTIFICIAL INTELLIGENCE
CSC 598	TOPICS IN DATA ANALYSIS
DSC 425	TIME SERIES ANALYSIS AND FORECASTING
DSC 433	SCRIPTING FOR DATA ANALYSIS
DSC 540	ADVANCED MACHINE LEARNING
DSC 465	DATA VISUALIZATION
DSC 478	PROGRAMMING MACHINE LEARNING APPLICATIONS
DSC 480	SOCIAL NETWORK ANALYSIS
DSC 484	WEB DATA MINING
DSC 510	HEALTH DATA SCIENCE
GEO 441	GEOGRAPHIC INFORMATION SYSTEMS (GIS) FOR COMMUNITY DEVELOPMENT
GEO 442	GEOGRAPHICAL INFORMATION SYSTEMS (GIS) FOR SUSTAINABLE URBAN DEVELOPMENT
GPH 565	DESIGNING FOR VISUALIZATION
HCI 512	INFORMATION VISUALIZATION AND INFOGRAPHICS
IPD 451	BIG DATA AND NOSQL PROGRAM
IS 478	INFORMATION TECHNOLOGY CONSULTING
IS 549	DATA WAREHOUSING
IS 550	ENTERPRISE DATA MANAGEMENT
IS 574	BUSINESS INTELLIGENCE AND ANALYTICS SYSTEMS

Capstone Options

Four (4) Credit Hours are required for the capstone requirement. Students have the option of completing a real world Data Analytics Project, or completing the Data Science Capstone course, or participating in a Data Analytics Internship or completing a Master's Thesis to fulfill their Capstone requirement.

- Data Analytics Project
 - The real data analytics project is for students who are interested in working in a small team on a research project under the supervision of a CDM faculty. A list of available projects is published on the DAMPA Center website (<http://dampa.cdm.depaul.edu>). Students who are interested in

proposing their own data analytics project are encouraged to contact a CDM faculty member teaching analytics courses as soon as possible. Students must enroll in CSC 695 for a total of 4 credit hours taken in two consecutive quarters (2 credit hours for 2 quarters) to satisfy the capstone requirement. The faculty who supervises the project will initiate enrollment in the CSC 695 course.

- Predictive Analytics Capstone course
 - DSC 672 course offers the opportunity of working on an analytics project in a more structured class format. Students enrolled in the courses will be working in teams on a data analytics project under the supervision of the course instructor.
- Analytics Internship
 - An internship offers students the opportunity to integrate their academic experience with on-the-job training in an analytics related field. Students must enroll in CSC 697 for 4 credit hours to satisfy the practicum requirement. These are the steps:
 - i. Secure an internship with focus in analytics.
 - ii. International Students must obtain the appropriate practical training form and meet with an advisor in the CDM Academic Center for approval (<http://oiss.depaul.edu/Requests/Forms/index.asp> (<http://oiss.depaul.edu/Requests/Forms/>)).
 - iii. Login to MyCDM and click the "MyInternships" link on the left to start the course enrollment process.
- Master's Thesis
 - A student who has made an original contribution to the area (typically, through work done by CSC 695) may choose to complete a Master's Thesis. The student and the student's research advisor should form a Master's Thesis Committee of 3 faculty. The student will need to submit to the committee a thesis detailing the results of the research project. After a public defense, the committee will decide whether to accept the thesis. In that case, the student will be allowed to register for the 0 credit hour course CSC 698 and the transcript will show the thesis title as the course topic.