

MARKETING ANALYSIS (MS), COMBINED BACHELOR'S + MASTER'S DEGREE

The combined Bachelor's + Master's degree programs allow students to complete 12 graduate credit hours while still undergraduates. These 12 graduate credit hours will count toward both the undergraduate and graduate degree programs.

DePaul Undergraduate Degree + Marketing Analysis (MS)

The Master of Science in Marketing Analysis is designed for early career professionals to gain a quantitative approach to real-world marketing challenges in preparation for a career in business and marketing analytics, market research, interactive marketing, or other data-driven marketing roles. The program will provide you with a broad-based knowledge of customer and market analysis, detecting trends and business opportunities, the latest marketing analytics tools, and decision-making strategies.

DePaul degree-seeking undergraduate students interested in earning a Master of Science in Marketing Analysis may apply to the Marketing Analysis (MS) combined program. Students may be able to obtain both degrees in an expedited period (as few as five years).

Admission

Students must formally apply and be admitted to the Department of Marketing before beginning their graduate coursework. Undergraduate students who meet the following criteria may apply to this program:

- Junior standing or higher (at least 88.0 credits)
- A minimum cumulative DePaul grade point average of 3.200

Course	Title	Quarter Hours
MKT 555	MARKETING MANAGEMENT	4
MKT 525	MARKET RESEARCH	4
MKT 576	EFFECTIVE BUSINESS COMMUNICATION ¹	4

¹ Students who have taken MKT 376 as undergraduates may substitute a Marketing elective for MKT 576.

These three courses may double-count up to 12 credits towards both degree programs. The undergraduate degree will be awarded at the completion of all undergraduate work while the MS in Marketing Analysis will be awarded upon completion of the remaining graduate level work.