MARKETING ANALYSIS (MS)

The Master of Science (MS) in Marketing Analysis is designed for students interested in a quantitative approach to marketing. The program encompasses: marketing research; strategy and planning; mastering analytical tools; and analyzing, interpreting and applying data. Classes are taught by scholars and business leaders who bring the real world of marketing into the classroom.

Program Features

The MS in Marketing Analysis program provides students with skills and knowledge that are sought after by a wide range of organizations. Through the program, students develop an in-depth understanding of:

- The role of data in customer and market analysis
- Data analysis to detect trends, exceptions and business opportunities
- The latest marketing analytic tools
- Decision-making strategies
- How to create marketing strategies based on data collection and interpretation

Program Requirements	Quarter Hours
Degree Requirements	48
Total hours required	**48**

Learning Outcomes

Students will be able to:

- Use analytical and problem-solving skills in decision-making.
- Produce a coherent written statement and oral presentation of the analysis of a complex business issue.
- Recognize and analyze ethical problems within applied business situations, choose a resolution, and justify that ethical choice.
- Be knowledgeable about the differences among global economies, institutions, and cultures and understand the implications these have on global management.
- Demonstrate higher-order cognitive skills to analyze an unstructured problem, formulate and develop a solution using appropriate technology, and effectively communicate the results to stakeholders.

Degree Requirements

Course Requirements

Students should have sufficient knowledge in statistics to enter the program. If students need to acquire these skills one of the following courses will be required:

Course	Title	Quarter Hours
GSB 420	BUSINESS ANALYTICS TOOLS	4
or GSB 519	BUSINESS ANALYTICS TOOLS (FORMERLY GSB420)	

Students complete the MS in Marketing Analysis by taking seven required courses and five elective courses for a total of 12 courses.

Core Courses (7 courses)

Course	Title	Quarter Hours
MKT 525	MARKET RESEARCH	4
MKT 526	ADVANCED MARKET RESEARCH	4
MKT 534	ANALYTICAL TOOLS FOR MARKETERS	4
MKT 535	MARKETING STRATEGIES AND PLANNING	4
MKT 545	CONSUMER BEHAVIOR	4
MKT 555	MARKETING MANAGEMENT	4
MKT 576	EFFECTIVE BUSINESS COMMUNICATION	4

Elective Courses (5 courses)

Students select two additional courses from marketing electives and three courses from the analytical group for a total of five courses from the following list of approved electives. Please note that approved electives may have prerequisites that are not part of the MS in Marketing Analysis curriculum and will not be waived.

Marketing Electives

Course	Title	Quarter Hours
Select two of the following:		8
MKT 529	PRECISION MARKETING	
MKT 530	CUSTOMER RELATIONSHIP MANAGEMENT	
MKT 578	SALES STRATEGY & TECHNOLOGY	
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	
MKT 793	MARKETING INTERNSHIP	
MKT 798	SPECIAL TOPICS (as approved by the Department Chair) [1]	

[1] MKT 798: Predicting Consumer Choice Behavior cannot be used as an elective for the MS in Marketing Analysis program.

The Analytical Group

Course	Title	Quarter Hours
Select three of the following:		12
ACC 637	DATA MINING AND ANALYTICS	
DSC 423	DATA ANALYSIS AND REGRESSION	
DSC 424	ADVANCED DATA ANALYSIS	
DSC 425	TIME SERIES ANALYSIS AND FORECASTING	
DSC 484	WEB DATA MINING	
ECO 511	BUSINESS AND ECONOMIC FORECASTING	
IS 549	DATA WAREHOUSING	
DSC 441	FUNDAMENTALS OF DATA SCIENCE	
MKT 798	SPECIAL TOPICS (Predicting Choice Behavior)	

Degree Requirements

- Satisfactory completion of the college residency requirement.
- Satisfactory completion of 12 courses (7 required courses and 5 elective courses: 2 from marketing electives and 3 are from the analytical group).

- All courses for credit toward the degree must be completed within six calendar years after the candidate's first term of enrollment in the Kellstadt Graduate School of Business. After a lapse of six years a course is expired. An expired course is not acceptable for the purpose of satisfaction of degree requirements and is not applicable to the degree.