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 complete the MS in Marketing Analysis by taking eight required courses and four elective courses for a total of 12 courses.

Core Courses (8 courses)

Course	Title	Quarter Hours
MKT 525	MARKET RESEARCH	4
MKT 526	ADVANCED MARKET RESEARCH	4
MKT 527	TEXT ANALYSIS FOR MARKETING	4
MKT 534	ANALYTICAL TOOLS FOR MARKETERS	4
MKT 535	MARKETING STRATEGIES AND PLANNING	4
MKT 546	NEUROMARKETING AND PHYSIOLOGICAL MARKET RESEARCH	4
MKT 555	MARKETING MANAGEMENT	4
MKT 589	MS MARKETING ANALYSIS CAPSTONE	4

Elective Courses (4 courses)

Students select four 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 four of the following:		
DSC 423	DATA ANALYSIS AND REGRESSION	
DSC 441	FUNDAMENTALS OF DATA SCIENCE	
MGT 586	DATA VISUALIZATION	
MKT 529	PRECISION MARKETING	
MKT 540	STRATEGIC PLANNING: DEVELOPING SUSTAINABLE BUSINESS MODELS	
MKT 545	CONSUMER BEHAVIOR	
MKT 560	DIGITAL BUSINESS STRATEGY	
MKT 576	EFFECTIVE BUSINESS COMMUNICATION	
MKT 588	ECOMMERCE MARKETING	
MKT 595	DIGITAL MARKETING ANALYTICS & PLANNING	
MKT 793	MARKETING INTERNSHIP	

Degree Requirements

- Satisfactory completion of the college residency requirement.
- Satisfactory completion of 12 courses (8 required courses and 4 elective courses).
- 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.