

# Marketing and Marketing Analytics MS

## Master of Science in Marketing and Marketing Analytics - Option II Non-Thesis

### Foundation Study in Marketing and Marketing Analytics

These courses can be waived for students with appropriate undergraduate coursework.

ECO 502	Quantitative Analysis for Managers	3
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### Required Core Courses (18 semester hours)

MKT 521	Marketing Management and Analytics	3
MKT 524	Consumer and Buyer Behavior Analytics	3
MKT 529	Data-Driven Marketing Decisions	3
MKT 547	Product Innovation and Supply Chains	3
MKT 568	Integrated Marketing Communication (IMC) and Promotion	3
MKT 569	Interactive and Digital Marketing	3

### Research Component (3 semester hours required)

MKT 595	Business Research Methods	3
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Should be taken in the student's first semester of core courses in the marketing orientation of the MS degree plan

### General Option (no minor): 9 semester hours required

MKT 545	Key Small Business Insights	3
MKT 567	Consumer Marketing	3
MKT 574	Customer Relationship Management	3
or MKT 580	Marketing - Internship	

### Marketing Decision Analytics Minor: 9 semester hours required

MKT 540	Social Media Marketing	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 574	Customer Relationship Management	3
or MKT 580	Marketing - Internship	
MKT 575	Search Engine Optimization	3
BUSA 511	Business Analytics for Managers	3

### Digital Marketing Minor: 9 semester hours required

MKT 540	Social Media Marketing	3
MKT 575	Search Engine Optimization	3
MKT 580	Marketing - Internship	0-4
BUSA 516	Emerging Technologies and Business Innovations	3

<b>Total Hours</b>		<b>30</b>
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