Marketing (MS)

The Master of Science in Marketing allows you to advance to the next level within the marketing function, in fields like media planning, communications strategy, account management, corporate (digital) marketing, and marketing research and analytics. The 30 credit program combines theoretical and practical approaches, left and right brain skills, to educate and connect the most talented and forward-thinking marketing executives of the future. Students take four core courses providing a solid basis of consumer decision making / insights and the strategic process and can then specialize in an area of choice. Students can choose a formal concentration in Marketing Analytics, Digital Marketing or International Business, or can choose electives offered by the Department of Marketing and International Business from other areas of interest based on their objectives. The MS in Marketing can also be completed in one calendar year of full-time study, whether it is begun in fall or spring.

The structure of the MS program is as follows:

Marketing Management Concentration

The Marketing Management concentration allows students to customize their program by choosing elective courses from any 9000-level courses in the Allen G.Aaronson Department of Marketing and International Business. Students may also take selected courses in statistics and computer information systems.

English Language Proficiency*		
Students who completed their undergraduate education in a non-English speaking country will be required to take non-credit bearing modules in Grammar Troubleshooting and American English Pronunciation offered by the Division of Continuing and Professional Studies. These modules may be waived based on a waiver exam. The modules are not required for students who completed a four-year degree in an English-speaking country.		
Required (12 credits)		
BUS 9551*	Business Communication I	1.5 credits
MKT 9702	Marketing Research	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9750	Marketing Strategy	3 credits
Electives (18 credits)		
Choose a total of 18 credits from any 9000-level courses in the Allen G. Aaronson Department of Marketing and International Business.		
Student can also choose from the following:		
CIS 9340	Principles of Database Management Systems	3 credits
STA 9700	Applied Regression Analysis	3 credits
STA 9705	Multivariate Statistical Methods	3 credits
STA 9750	Software Tools for Data Analysis	3 credits

Concentration in Digital Marketing (30 credits)

Advances in Internet technologies, digitization and social networking are transforming business interactions with customers and partners. The MS concentration in digital marketing provides students with cutting-edge strategic and analytical skills to thrive in a digital environment. Students learn the necessary technical foundations to lead digital marketing efforts in their organizations.

Required Courses (16.5 credits)		
BUS 9551*	Business Communication I (see note below)	1.5 credits
MKT 9702	Marketing Research*	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9780	Digital Marketing	3 credits
MKT 9785	Digital Marketing Strategy	3 credits
Choose a minimum of 9 credits from the following:		
MKT 9726	Direct Marketing I: Strategy and Tactics	3 credits
MKT 9728	Media Planning in the Digital World	3 credits
MKT 9736	Direct Marketing II: Database Marketing and Managing the Creative Process	3 credits
MKT 9737	Analytic Approaches to Marketing Strategy	3 credits
MKT 9738	Web Analytics	3 credits
MKT 9764	Internet Marketing and Global Business	3 credits
MKT 9782	Search Engine Marketing	1.5 credits
MKT 9783	Social Media Marketing	1.5 credits
MKT 9794	Special Topics in Digital Marketing	1.5 credits
MKT 9795	Special Topics in Digital Marketing	3 credits
Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can also choose from the following:		
CIS 9340	Principles of Database Management Systems	3 credits
STA 9661	Multivariate Statistics for Business Analytics	3 credits
STA 9700	Applied Regression Analysis**	3 credits
STA 9705	Multivariate Statistical Methods***	3 credits
STA 9750	Software Tools for Data Analysis** (OPR 9750)	3 credits

Concentration in Marketing Analytics

Marketing depends on good analytical skills but also on the ability to develop actionable insights from data. The Marketing Analytics concentration in the MS program provides students with the tools to handle data from traditional and digital sources and then use them to make sound strategic decisions.

Required Courses (16.5 credits)		
BUS 9551*	Business Communication I (see note below)	1.5 credits
MKT 9702	Marketing Research*	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9737	Marketing Analytics	3 credits
MKT 9750	Marketing Strategy	3 credits
Choose a minimum of 9 credits from the following:		
MKT 9728	Media Planning in the Digital World	3 credits
MKT 9738	Web Analytics and Intelligence	3 credits
MKT 9740	Data-driven Marketing Strategy	3 credits
MKT 9780	Digital Marketing	3 credits
MKT 9782	Search Engine Marketing	1.5 credits
MKT 9783	Social Media Marketing	1.5 credits
MKT 9785	Digital Marketing Strategy	3 credits
MKT 9796	Special Topics in Marketing Analytics	1.5 credits
MKT 9797	Special Topics in Marketing Analytics	3 credits
STA 9661	Multivariate Statistics for Business Analytics	3 credits

Choose up to 6 credits from any 9000-level course in the Department of Marketing and International Business. Students can also choose from the following:

	Business Modeling with Spreadsheets*	3 credits
CIS 9467		

STA 9660	Data Mining for Business Analytics++ (CIS 9660)	3 credits
STA 9700	Applied Regression Analysis**	3 credits
STA 9705	Multivariate Statistical Methods***	3 credits
STA 9750	Software Tools for Data Analysis** (OPR 9750)	3 credits

Concentration in International Business

In today's global economy, marketing professionals must understand and anticipate he opportunities available throughout the world and incorporate them into their strategies. A concentration in International Business provides students with the sills to design and implement an organization's global marketing strategy. For example, students will learn how culture, differences in consumer behavior, trade policies and logistics influence business.

Required Courses (15 credits)		
BUS 9551	Business Communication I (see note below)	1.5 credits
IBS 9600	International Business Fundamentals	1.5 credits
MKT 9702	Marketing Research*	3 credits
MKT 9703	Marketing Management	3 credits
MKT 9716	Consumer Behavior	3 credits
MKT 9750	Marketing Strategy	3 credits

Elective Courses (16.5 credits)		
Choose a minimum of 10.5 credits from the following:		
IBS 9761	Emerging Markets and the International Business Environment	3 credits
IBS 9767	Global Firms, Cultures and Governments+++	3 credits
IBS 9769	International Business Strategy	3 credits
IBS 9791	Special Topics in International Business	1.5 credits
IBS 9793	Special Topics in International Business	3 credits
MKT 9764	Internet Marketing and Global Business	3 credits
MKT 9766	International Marketing Management	3 credits
MKT 9774	International Logistics	3 credits

Choose up to 6 credits from the following:		
CIS 9230	Globalization and Technologh	3 credits

COM 9656	International Business Communications (IBS 9756)	
LAW 9740	International Trade and Investment Law	3 credits
MGT 9870	International Comparative Management	3 credits

Notes: The Department plans to replace MKT 9750(and MKT 9785 as a required course for the Digital Marketing concentration) with a required 1.5 credit Marketing Consulting course, which will bring the total minimum degree credits to 30 for students in all MS-Marketing concentrations. With this anticipated change, MKT 9750 and MKT 9785 will become elective courses.

BUS 9551: This requirement is effective for all MS-Marketing students admitted in spring 2016 or later. Students admitted in spring 2016 or later. Students admitted prior to spring 2016 should consult their preliminary course evaluation and/or waiver exam results as other requirements and conditions may apply.

Students are encouraged to do internships, but they cannot be counted as credits towards the MS degree.

*Required prior completion of STA 9708(Applied Statistical Analysis for Business Decisions). This prerequisite can be waived for students who complete one 3-credit undergraduate statistics course with a minimum grade of B-. Students who are not waived from STA 9708 will take this course in addition to the degree's 31.5 credits.

A waiver of the STA 9708 prerequisite for STA courses usually requires satisfactory completion of 6 credits of undergraduate statistics. Please contact the MS programs Office prior to registration of STA electives for prerequisite clearances. If required, STA 9708 does not apply towards the 30 credits required for your degree.

**Requires prior completion of STA 9708 (Applied Statistical Analysis for Business Decisions) or equivalent.

***Requires prior completion of STA 9700(Applied Regression Analysis) or equivalent.

+Requires prior completion of STA 9708 or ACC9110 or equivalents.

++Requires prior completion of CIS 9001 and STA 9708 or equivalents.

+++Change in title effective fall 2016.