MARKETING ANALYTICS, MASTER OF SCIENCE (M.S.)

Non-thesis only: 30 credits required

The MS in Marketing Analytics will give you the cutting-edge knowledge and skills you need to apply marketing analytics to daily business practice. The program will provide you with an in-depth understanding of the mathematical and statistical models and tools needed for customer analysis in the context of marketing problems.

Course	Title	Credits
Required courses:		
BUMK720	Marketing Strategy	3
BUMK724	Customer Analysis	3
BUMK726	Statistical Programming for Customer Analytics	3
BUMK760	Business Policies and Ethics	2
BUMK742	Marketing Analytics for Consulting	3
BUMK762	Business Communication I	1
BUMK746	Data Science for Customer Analytics	3
BUMK744	Marketing Research and Analytics	3
BUMK764	Business Communications II	1
BUMK758	Special Topics in Marketing (BUMK758Q - Action Learning Project)	2
Application electives		6
Total Credits		**30**