Naveen Jindal School of Management

Master of Science in Marketing

36 hours minimum

Degree Requirements

The Master of Science in Marketing program is designed to meet the needs of students in today's data driven marketplace, where the exponential growth in data generated from store scanners and web transactions, navigation, search, and more recently, social media requires new marketing skills and knowledge.

The Master of Science in Marketing program allows students to choose from five different tracks:

- Advertising & Brand Management
- Digital Advertising & Marketing
- Marketing Analytics and Market Research (optional Academic Certificate)
- Marketing Management
- Product Management (optional Academic Certificate)

The Master of Science in Marketing is designed for students with or without previous educational background in this area. Courses are primarily offered in the late afternoon and evenings of weekdays. Several courses are currently offered through the World Wide Web.

At least 36 hours of management coursework is required for the Master of Science degree, including nine (9) hours of business core courses, nine (9) hours of marketing core courses and 18 hours of marketing focused core courses and/or electives depending on the track chosen.

Students can obtain a dual MS and MBA degree by taking a total of 63 semester credit hours (assuming they meet all the degree requirements for both programs). Students must maintain a 3.0 grade point average in both core courses and in aggregate courses to qualify for the MS degree.

Prerequisites

Calculus is NOT a requirement or prerequisite for the MS in Marketing degree program.

Course Requirements

Business Core Courses: 9 hours

MKT 6301 Marketing Management
OPRE 6301  Quantitative Introduction to Risk and Uncertainty in Business  
MIS 6326  Data Management  
  or MIS 6320  Database Foundations

Marketing Core Courses: 9 hours

MKT 6309  Marketing Research  
MKT 6310  Consumer Behavior  
MKT 6339  Capstone Marketing Decision Making  
  or MKT 6350  Competitive Marketing Strategy

Specialized Tracks: 18 hours

Choose from one of the following four specialized tracks OR from the Marketing Management Track

Advertising & Branding Track

Advertising & Branding Core Courses (12 hours)

MKT 6321  Interactive & Digital Marketing  
MKT 6330  Brand Management  
MKT 6332  Advertising and Promotional Strategy  
MKT 6335  Advertising Research

Advertising & Branding Elective Courses (select 6 hours)

MKT 6323  Database Marketing  
MIS 6373  Social Media and Business  
MKT 6340  Marketing Projects  
MKT 6350  Competitive Marketing Strategy  
MKT 6365  Marketing Digital Lab  
MIS 6344  Web Analytics  
MIS 6373  Social Media and Business

Digital Advertising & Marketing Track

Digital Advertising & Marketing Core Courses (9 hours)
MKT 6321 Interactive & Digital Marketing
MKT 6365 Marketing Digital Lab
MKT 6332 Advertising and Promotional Strategy

Elective Options for Digital Advertising & Marketing (select 9 hours)
IMS 6314 Global E-Business Marketing
MIS 6373 Social Media and Business
MKT 6320 New Technology Forecasting
MKT 6323 Database Marketing
MKT 6335 Advertising Research
MKT 6340 Marketing Projects
MIS 6344 Web Analytics

Marketing Analytics & Market Research Track

Marketing Analytics & Market Research Core Courses (12 hours)
MKT 6321 Interactive & Digital Marketing
MKT 6323 Database Marketing
MKT 6337 Marketing Analytics using SAS (or MIS 6334 with consent of Program Director)
MKT 6362 Marketing Models

Elective Options for Marketing Analytics & Market Research (select 6 hours)
MIS 6344 Web Analytics
MKT 6320 New Technology Forecasting
MKT 6335 Advertising Research
MKT 6336 Pricing
MKT 6340 Marketing Projects
OPRE 6332 Spreadsheet Modeling

For optional SAS Graduate certification (all 3 plus OPRE 6301)
MIS 6324 Business Intelligence Software and Techniques
MIS 6309 Business Data Warehousing [with SAP]
MIS 6334 Advanced Business Intelligence [with SAS]
Product Management Track

Product Management Core Courses (12 hours)

- [MKT 6362](#) Marketing Models
- [MKT 6329](#) New Product Development
- [MKT 6330](#) Brand Management
- [MKT 6336](#) Pricing

Elective Options for Product Management (select 6 hours)

- [IMS 6310](#) International Marketing
- [MKT 6320](#) New Technology Forecasting
- [MKT 6331](#) Building and Managing Professional Sales Organizations
- [MKT 6332](#) Advertising and Promotional Strategy
- [MKT 6333](#) Channels of Distribution and Retailing
- [MKT 6340](#) Marketing Project
- [MKT 6350](#) Competitive Marketing Strategy
- [MKT 6360](#) Services Marketing
- [MKT 6380](#) Entrepreneurial Marketing
- [OPRE 6362](#) Project Management

Marketing Management Track: 18 hours

For this track, there are no track core courses. Students may select any 18 hours from the offerings listed below; however, at least 9 hours must be from the marketing area courses (i.e. have a MKT prefix in the course number).

Marketing Area Courses (at least 9 hours)

- [MKT 6320](#) New Technology Forecasting
- [MKT 6321](#) Interactive & Digital Marketing
- [MKT 6323](#) Database Marketing
- [MKT 6328](#) Product Management
- [MKT 6329](#) New Product Development
- [MKT 6330](#) Brand Management
- [MKT 6331](#) Building and Managing Professional Sales Organizations
MKT 632 Advertising and Promotional Strategy
MKT 633 Channels of Distribution and Retailing
MKT 635 Advertising Research
MKT 636 Pricing
MKT 637 Marketing Analytics Using SAS
MKT 638 Enterprise Systems and CRM
MKT 640 Marketing Projects
MKT 650 Competitive Marketing Strategy
MKT 660 Services Marketing
MKT 662 Marketing Models
MKT 680 Marketing Entry Strategies

Non-Marketing Area Courses
ACCT 621 Introduction to Financial Accounting (dual MS MKT-MBA only)
ACCT 635 Accounting for Managers (dual MS MKT-MBA only)
ENTP 632 Professional Selling
ENTP 6390 Business Model Innovation
FIN 631 Financial Management (dual MS MKT-MBA only)
IMS 630 International Marketing
IMS 6314 Global E-Business Marketing
MIS 6309 Business Data Warehousing [with SAP]
MIS 6324 Business Intelligence Software and Techniques
MIS 6334 Advanced Business Intelligence [with SAS]
MIS 634 Web Analytics
OB 631 Organizational Behavior
OPRE 632 Spreadsheet Modeling and Analytics
OPRE 6362 Project Management