Naveen Jindal School of Management

Master of Science in Marketing

36 semester credit 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 six different tracks:

- Advertising and Brand Management
- Business Development and Sales
- Digital Advertising and Marketing
- Marketing Analytics and Market Research
- Marketing Management
- Product Management

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 online.

At least 36 semester credit hours of management coursework is required for the Master of Science degree, including nine semester credit hours of business core courses, nine semester credit hours of marketing core courses and 18 semester credit 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 semester credit 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 semester credit hours
MKT 6309 Marketing Research
MKT 6310 Consumer Behavior
MKT 6339 Capstone Marketing Decision Making
  or MKT 6350 Competitive Marketing Strategy

Specialized Tracks: 18 semester credit hours
Choose from one of the following four specialized tracks or from the Marketing Management Track

Advertising and Branding Track

Advertising and Branding Core Courses (12 semester credit hours)
MKT 6321 Interactive and Digital Marketing
MKT 6330 Brand Management
MKT 6332 Advertising and Promotional Strategy
MKT 6335 Advertising Research

Advertising and Branding Elective Courses (select 6 semester credit hours)
MKT 6323 Database Marketing
MKT 6340 Marketing Projects
MKT 6350 Competitive Marketing Strategy
MKT 6365 Marketing Digital Applications
MIS 6344 Web Analytics
MIS 6373 Social Media and Business

Business Development and Sales

Business Development and Sales Core Classes (12 semester credit hours)
MKT 6382 (ENTP 6382) Professional Selling
MKT 6383 Professional Selling II
MKT 6331 Building and Managing Professional Sales Organizations
MKT 6334 Digital Sales Strategy

Electives (select 6 semester credit hours)
MKT 6333 Channels of Distribution and Retailing
MKT 6323 Database Marketing
MKT 6321 Interactive and Digital Marketing
MKT 6338 Enterprise Systems and CRM
BPS 6360 Management and Organizational Consulting: Theory and Practice
OB 6332 Negotiation and Dispute Resolution

Digital Advertising and Marketing Track

Digital Advertising and Marketing Core Courses (12 semester credit hours)
MKT 6321 Interactive and Digital Marketing
MKT 6365 Marketing Digital Applications
MKT 6332 Advertising and Promotional Strategy
MKT 6334 Digital Sales Strategy

Elective Options for Digital Advertising and Marketing (select 6 semester credit hours)
IMS 6314 Global E-Business Marketing
MIS 6373 Social Media and Business
MKT 6323 Database Marketing
MKT 6335 Advertising Research
MKT 6340 Marketing Projects
MIS 6344 Web Analytics

Marketing Analytics and Market Research Track

Marketing Analytics and Market Research Core Courses (12 semester credit hours)
MKT 6321 Interactive and 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 and Market Research (select 6 semester credit hours)**

**MIS 6344** Web Analytics  
**MKT 6335** Advertising Research  
**MKT 6336** Pricing  
**MKT 6340** Marketing Projects  
**OPRE 6332** Spreadsheet Modeling and Analytics

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 semester credit hours)**

**MKT 6362** Marketing Models  
**MKT 6329** New Product Development  
**MKT 6330** Brand Management  
**MKT 6336** Pricing

**Elective Options for Product Management (select 6 semester credit hours)**

**IMS 6310** International Marketing  
**MKT 6331** Building and Managing Professional Sales Organizations  
**MKT 6332** Advertising and Promotional Strategy  
**MKT 6333** Channels of Distribution and Retailing  
**MKT 6340** Marketing Projects  
**MKT 6350** Competitive Marketing Strategy  
**MKT 6360** Services Marketing  
**MKT 6380** Market Entry Strategies  
**OPRE 6362** Project Management in Engineering and Operations
MKT 6383 Professional Selling II
MKT 6334 Digital Sales Strategy

Marketing Management Track

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

Marketing Area Courses (at least 9 semester credit hours)

- **MKT 6321** Interactive and 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 6332** Advertising and Promotional Strategy
- **MKT 6333** Channels of Distribution and Retailing
- **MKT 6335** Advertising Research
- **MKT 6336** Pricing
- **MKT 6337** Marketing Analytics Using SAS
- **MKT 6338** Enterprise Systems and CRM
- **MKT 6340** Marketing Projects
- **MKT 6350** Competitive Marketing Strategy
- **MKT 6360** Services Marketing
- **MKT 6362** Marketing Models
- **MKT 6380** Market Entry Strategies
- **MKT 6383** Professional Selling II
- **MKT 6334** Digital Sales Strategy

Non-Marketing Area Courses

- **ACCT 6201** Introduction to Financial Accounting (dual MS MKT MBA only)
- **ACCT 6305** Accounting for Managers (dual MS MKT MBA only)
- **BPS 6360** Management and Organizational Consulting: Theory and Practice
ENTP 6382 Professional Selling
ENTP 6390 Business Model Innovation
FIN 6301 Financial Management (dual MS MKT MBA only)
IMS 6310 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 6344 Web Analytics
OB 6301 Organizational Behavior (dual MS MKT MBA only)
OB 6332 Negotiation and Dispute Resolution
OPRE 6332 Spreadsheet Modeling and Analytics
OPRE 6362 Project Management in Engineering and Operations

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