Naveen Jindal School of Management

Master of Science in Marketing

36 semester credit hours minimum

Faculty

**Professors:** Ashiq Ali, Theodore E. Day, David L. Ford Jr., Ernan E. Haruvy, Dmitri Kuksov, Sumit K. Majumdar, B. P. S. Murthi, Ram C. Rao, Brian Ratchford, Michael J. Rebello

**Clinical Professors:** John Barden, Abhijit Biswas, Tevfik Dalgic, Howard Dover, Radha Mookerjee, Daniel Rajaratnam, Kannan Ramanathan, Fang Wu, Laurie L. Ziegler

**Associate Professors:** Norris Bruce, Jianqing Chen, Xianjun Geng, Nanda Kumar, Syam Menon, Valery Polkovnichenko, Ashutosh Prasad, Orlando C. Richard, Young U. Ryu, Kelsey D. Wei, Ying Xie, Yexiao Xu, Zhiqiang (Eric) Zheng

**Clinical Associate Professor:** Carolyn Reichert

**Assistant Professors:** Elisabeth Honka, Atanu Lahiri, Sheen Levine, Arzu Ozoguz, Harpreet Singh, Gonca P. Soysal, Upender Subramanian, Yu Wang, Malcolm Wardlaw, Yuanping Ying, Jieying Zhang

**Clinical Assistant Professors:** Shawn Alborz, Moran Bluestein, Dawn Owens

**Visiting Assistant Professor:** Zhe (James) Zhang

**Senior Lecturers:** Semiramis Amirpour, Daniel Bochsler, Judd Bradbury, Alexander Edsel, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Steven Solcher

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. Students may choose any of the tracks below as part of their degree program.

- Advertising and Brand Management
- Business Development and Sales
- Digital Advertising and Marketing
- Marketing Analytics and Customer Insights
- 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 six semester credit hours of business core courses, nine semester credit hours of marketing core courses and twenty one 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: 6 semester credit hours
- MKT 6301 Marketing Management
- OPRE 6301 Quantitative Introduction to Risk and Uncertainty in Business

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: 21 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 9 semester credit hours)

MKT 6323 Database Marketing
MKT 6340 Marketing Projects Lab
MKT 6341 Marketing Campaign Management Lab
MKT 6342 Data Visualization and Customer Insights Development
MKT 6343 Content and Social Media Marketing
MKT 6350 Competitive Marketing Strategy
MKT 6365 Marketing Digital Lab
MKT 6V98 Marketing Internship
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 6331 Building and Managing Professional Sales Organizations
MKT 6334 Digital Sales Strategy
MKT 6382 (ENTP 6382) Professional Selling I
MKT 6383 Professional Selling II

Electives (select 9 semester credit hours)

MKT 6321 Interactive and Digital Marketing
MKT 6323 Database Marketing
MKT 6331 Building and Managing Professional Sales Organizations
MKT 6333 Channels of Distribution and Retailing
MKT 6338 Enterprise Systems and CRM
MKT 6341 Marketing Campaign Management Lab
MKT 6342 Data Visualization and Customer Insights Development
MKT 6V98 Marketing Internship
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 6334** Digital Sales Strategy
- **MKT 6341** Marketing Campaign Management Lab
- **MKT 6365** Marketing Digital Lab

Elective Options for Digital Advertising and Marketing (select 9 semester credit hours)

- **IMS 6314** Global E-Business Marketing
- **MKT 6323** Database Marketing
- **MKT 6332** Advertising and Promotional Strategy
- **MKT 6335** Advertising Research
- **MKT 6338** Enterprise Systems and CRM
- **MKT 6340** Marketing Projects Lab
- **MKT 6342** Data Visualization and Customer Insights Development
- **MKT 6343** Content and Social Media Marketing
- **MKT 6V98** Marketing Internship
- **MIS 6344** Web Analytics
- **MIS 6373** Social Media and Business

Marketing Analytics and Market Research Track

Marketing Analytics and Market Research Core Courses (9 semester credit hours)

- **MKT 6323** Database Marketing
- **OPRE 6332** Spreadsheet Modeling and Analytics
- **MIS 6324** Business Intelligence Software and Techniques

Elective Options for Marketing Analytics and Customer Insights (select 12 semester credit hours from one focus area)

- Analytics Focus (12 semester credit hours)
  - **MKT 6337** Marketing Predictive Analytics using SAS
  - **MKT 6340** Marketing Projects Lab
MKT 6362 Marketing Models
MKT 6V98 Marketing Internship (1-3 credit hours)
MIS 6309 Business Data Warehousing (with SAP)
MIS 6334 Advanced Business Intelligence (with SAS)
BUAN 6390 Analytics Practicum
OPRE 6398 Prescriptive Analytics
MECO 6312 Applied Econometrics and Time Series Analysis
MIS 6326 Data Management or MIS 6320 Database Foundations

Or

Customer Insights Focus (12 semester credit areas)

MKT 6321 Interactive and Digital Marketing
MKT 6335 Advertising Research
MKT 6336 Pricing
MKT 6338 Enterprise Systems and CRM
MKT 6341 Marketing Campaign Management Lab
MKT 6342 Data Visualization and Customer Insights Development
MKT 6343 Content and Social Media Marketing
MKT 6V98 Marketing Internship (1-3 credit hours)
BPS 6360 Management and Organizational Consulting: Theory and Practice
MIS 6344 Web Analytics
MIS 6372 IT Services Management

Product Management Track

Product Management Core Courses (12 semester credit hours)

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

Elective Options for Product Management (select 9 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 6334 Digital Sales Strategy  
MKT 6340 Marketing Projects Lab  
MKT 6341 Marketing Campaign Management Lab  
MKT 6342 Data Visualization and Customer Insights Development  
MKT 6350 Competitive Marketing Strategy  
MKT 6360 Services Marketing  
MKT 6380 Market Entry Strategies  
MKT 6V98 Marketing Internship  
OPRE 6362 Project Management in Engineering and Operations

Marketing Management Track: 21 semester credit hours

For this track, there are no track core courses. Students may select any 21 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 6334 Digital Sales Strategy  
MKT 6335 Advertising Research  
MKT 6336 Pricing  
MKT 6337 Marketing Predictive Analytics Using SAS  
MKT 6338 Enterprise Systems and CRM
MKT 6340 Marketing Projects Lab
MKT 6341 Marketing Campaign Management Lab
MKT 6342 Data Visualization and Customer Insights Development
MKT 6343 Content and Social Media Marketing
MKT 6350 Competitive Marketing Strategy
MKT 6360 Services Marketing
MKT 6362 Marketing Models
MKT 6365 Marketing Digital Lab
MKT 6380 Market Entry Strategies
MKT 6383 Professional Selling II
MKT 6V98 Marketing Internship

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 6370 Innovation and Entrepreneurship
ENTP 6375 Technology and New Product Development
ENTP 6382 Professional Selling I
ENTP 6390 Business Model Innovation
FIN 6301 Financial Management (dual MS MKT MBA only)
IMS 6310 International Marketing
IMS 6314 Global E-Business Marketing
IMS 6360 International Strategy
MECO 6312 Applied Econometrics and Time Series Analysis
MIS 6302 Information Technology Strategy and Management
MIS 6309 Business Data Warehousing
MIS 6324 Business Intelligence Software and Techniques
MIS 6326 Database Management
MIS 6334 Advanced Business Intelligence (with SAS)
MIS 6344 Web Analytics
MIS 6373 Social Media and Business
BUAN 6390 Analytics Practicum
OB 6301 Organizational Behavior (dual MS MKT MBA only)
OB 6332 Negotiation and Dispute Resolution
OPRE 6302 Operations Management
OPRE 6332 Spreadsheet Modeling and Analytics
OPRE 6362 Project Management in Engineering and Operations
OPRE 6371 Purchasing, Sourcing and Contract Management
OPRE 6398 Prescriptive Analytics