Naveen Jindal School of Management

Master of Science in Marketing

36 semester credit hours minimum

Faculty


Professor Emeritus: Dale Osborne


Visiting Clinical Professor: Kyle Edgington

Associate Professors: Nina Baranchuk, Norris Bruce, Huseyin Cavusoglu, Jianqing Chen, Zhonglan Dai, Rebecca Files, Xianjun Geng, J. Richard Harrison, Dorothée Honhon, Kyle Hyndman, Surya N. Janakiraman, Robert L. Kieschnick Jr., Livia Markóczy, Syam Menon, Toyah Miller, Alp Muharremoglu, Ramachandran (Ram) Natarajan, Valery Polkovnichenko, Orlando C. Richard, Young U. Ryu, Gil Sadka, Jane Salk, Harpreet Singh, David J. Springate, Upender Subramanian, Kelsey D. Wei, Jun Xia, Ying Xie, Yexiao Xu, Alejandro Zentner, Yuan Zhang, Feng Zhao, Yibin Zhou

Clinical Associate Professors: Sonia Leach, Carolyn Reichert, Avanti P. Sethi, Kelly Slaughter, James Szot, Mark Thouin, John McClain Watson

Assistant Professors: Mehmet Ayvaci, Emily Choi, Bernhard Ganglmair, Atanu Lahiri, Sheen Levine, Bin Li, Jun Li, Meng Li, Ningzhong Li, Xiaolin Li, Naim Bugra Ozel, Arzu Ozoguz, Anyan Qi, Alejandro Rivera Mesias, Alessio Saretto, Serdar Simsek, Gonca P. Soysal, Shaojie Tang, Christian Von-Drathen, Malcolm Wardlaw, Han (Victor) Xia, Steven Xiao, Shengqi Ye, Nir Yehuda, Jierying Zhang, Zhe (James) Zhang, Xiaofei Zhao

Clinical Assistant Professors: Shawn Alborz, Athena Alimirzaei, Moran Blueshtein, Judd Bradbury, John
Degree Requirements

The Master of Science in Marketing program (MS MKT) 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 21 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 (GPA) 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 (9 semester credit hours)

MKT 6323  Database Marketing
MKT 6340  Marketing Projects Lab
MKT 6341  Campaign Management and Digital Analytics Lab
MKT 6342  Marketing 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 Track

Business Development and Sales Core Courses (12 semester credit hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>MKT 6331</td>
<td>Building and Managing Professional Sales Organizations</td>
</tr>
<tr>
<td>MKT 6334</td>
<td>Digital Sales Strategy</td>
</tr>
<tr>
<td>MKT 6382</td>
<td>Professional Selling I</td>
</tr>
<tr>
<td>MKT 6383</td>
<td>Professional Selling II</td>
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Business Development and Sales Elective Courses (9 semester credit hours)

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<td>Enterprise Systems and CRM</td>
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<td>Marketing Internship</td>
</tr>
<tr>
<td>BPS 6360</td>
<td>Management and Organizational Consulting: Theory and Practice</td>
</tr>
<tr>
<td>OB 6332</td>
<td>Negotiation and Dispute Resolution</td>
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Digital Advertising and Marketing Track

Digital Advertising and Marketing Core Courses (12 semester credit hours)

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**Marketing Analytics and Customer Insights Track**

**Marketing Analytics and Customer Insights Core Courses (9 semester credit hours)**

- **MKT 6323** Database Marketing
- **OPRE 6332** Spreadsheet Modeling and Analytics
- **MIS 6324** Business Analytics with SAS

**Marketing Analytics and Customer Insights Elective Courses (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)
- **BUAN 6390** Analytics Practicum
- **MECO 6312** Applied Econometrics and Time Series Analysis
- **MIS 6309** Business Data Warehousing
- **MIS 6320** Database Foundations
  - or **MIS 6326** Data Management
- **MIS 6334** Advanced Business Analytics with SAS
- **MIS 6380** Data Visualization
- **OPRE 6398** Prescriptive Analytics

Or

**Customer Insights Focus (12 semester credit areas)**

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**MKT 6321** Interactive and Digital Marketing

**MKT 6335** Advertising Research

**MKT 6336** Pricing

**MKT 6338** Enterprise Systems and CRM

**MKT 6341** Campaign Management and Digital Analytics Lab

**MKT 6342** Marketing 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

**MIS 6380** Data Visualization

**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

**Product Management Elective Courses (9 semester credit hours)**

**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** Campaign Management and Digital Analytics Lab

**MKT 6342** Marketing Customer Insights Development

**MKT 6350** Competitive Marketing Strategy

**MKT 6360** Services Marketing

**MKT 6380** Market Entry Strategies

**MKT 6V98** Marketing Internship
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 nine semester credit hours must be from Marketing Area courses (that is have an 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** Campaign Management and Digital Analytics Lab
- **MKT 6342** Marketing 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  
BUAN 6390  Analytics Practicum  
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 Strategic Management  
MECO 6312  Applied Econometrics and Time Series Analysis  
MIS 6302  Information Technology Strategy and Management  
MIS 6309  Business Data Warehousing  
MIS 6324  Business Analytics with SAS  
MIS 6326  Database Management  
MIS 6334  Advanced Business Analytics with SAS  
MIS 6344  Web Analytics  
MIS 6360  Agile Project Management  
MIS 6373  Social Media and Business  
MIS 6380  Data Visualization  
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

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