Naveen Jindal School of Management

Master of Science in Marketing

36 semester credit hours minimum

Faculty

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

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**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)

- **MKT 6331** Building and Managing Professional Sales Organizations
- **MKT 6334** Digital Sales Strategy
- **MKT 6382** Professional Selling I
- **MKT 6383** Professional Selling II

#### Business Development and Sales Elective Courses (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** Campaign Management and Digital Analytics Lab
- **MKT 6342** Marketing 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** Campaign Management and Digital Analytics Lab
- **MKT 6365** Marketing Digital Lab

#### Digital Advertising and Marketing Elective Courses (9 semester credit hours)

- **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 Marketing and Customer Insights Development  
MKT 6343 Content and Social Media Marketing  
MKT 6V98 Marketing Internship  
IMS 6314 Global E-Business Marketing  
MIS 6344 Web Analytics  
MIS 6373 Social Media and Business  

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  

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OPRE 6398 Prescriptive Analytics

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 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
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)

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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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