Degree Requirements

The Master of Science in Marketing (MS MKT) is a minimum 36 semester credit hours degree program that 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

To apply for this degree program, an undergraduate degree is required (all majors are considered). Students must maintain a 3.0 grade-point average (GPA) in both core courses and in aggregate courses to qualify for the MS degree. Students can also 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).

Prerequisite

Students pursuing the Master of Science in Marketing degree program are required to complete one semester credit hour of MKT 6102 Professional Development course or its
equivalent. Degree credit is not earned for program prerequisites, however, the grade achieved in prerequisites will count toward the student's grade-point average (GPA). All program prerequisites must be satisfied within the first 12 semester credit hours of graduate study as a degree-seeking student.

Course Requirements

Core Courses: 15 semester credit hours

- **MKT 6301** Marketing Management
- **MKT 6309** Marketing Research
- **MKT 6310** Consumer Behavior
- **MKT 6339** Capstone Marketing Decision Making
  - or **MKT 6350** Competitive Marketing Strategy
- **OPRE 6301** Statistics and Data Analysis

Specialized Tracks: 21 semester credit hours

Choose from one of the following four specialized tracks or from the Marketing Management Track. Students may seek to substitute only one three semester credit hour graduate-level course within JSOM as a free elective in the degree plan with the approval of program director and the area coordinator.

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 6343** Social Media Marketing and Insights

**Advertising and Branding Elective Courses (9 semester credit hours)**

- **MKT 6323** Database Marketing
- **MKT 6335** Advertising Research
- **MKT 6340** Marketing Projects Lab
- **MKT 6341** Campaign Management Lab
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6350** Competitive Marketing Strategy
- **MKT 6365** Marketing Digital Lab
- **MKT 6V98** Marketing Internship
- **MIS 6344** Web Analytics

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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 6338 Enterprise Systems and CRM
MKT 6341 Campaign Management 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 (15 semester credit hours)

MKT 6321 Interactive and Digital Marketing
MKT 6334 Digital Sales Strategy
MKT 6341 Campaign Management Lab
MKT 6352 Marketing Web Analytics and Insights
MKT 6365 Marketing Digital Lab

Digital Advertising and Marketing Elective Courses (6 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 Customer Insights Development
MKT 6343 Social Media Marketing and Insights
MKT 6350 Competitive Marketing Strategy
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 Predictive Analytics using SAS
MKT 6340 Marketing Projects Lab
MKT 6362 Marketing Models
MKT 6V98 Marketing Internship
BUAN 6390 Analytics Practicum
MECO 6312 Applied Econometrics and Time Series Analysis
MIS 6309 Business Data Warehousing
MIS 6320 Database Foundations
MIS 6334 Advanced Business Analytics with SAS
MIS 6356 Business Analytics with R
MIS 6380 Data Visualization
OPRE 6398 Prescriptive Analytics

Or

Customer Insights Focus (12 semester credit areas)
MKT 6321 Interactive and Digital Marketing
MKT 6334 Digital Sales Strategy
MKT 6335 Advertising Research
MKT 6336 Pricing Analytics

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Product Management Track

Product Management Core Courses (9 semester credit hours)

- **MKT 6329** New Product Development
- **MKT 6330** Brand Management
- **MKT 6336** Pricing Analytics

Product Management Elective Courses (12 semester credit hours)

- **ENTP 6360** Startup Launch I
- **ENTP 6370** Innovation and Entrepreneurship
- **ENTP 6375** Technology and New Product Development
- **ENTP 6388** Managing Innovation within the Corporation
- **ENTP 6390** Business Model Innovation
- **IMS 6310** International Marketing
- **MIS 6360** Agile Project Management
- **MKT 6331** Building and Managing Professional Sales Organizations
- **MKT 6332** Advertising and Promotional Strategy
- **MKT 6334** Digital Sales Strategy
- **MKT 6340** Marketing Projects Lab
- **MKT 6341** Campaign Management Lab
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6350** Competitive Marketing Strategy
Marketing Management Track: 21 semester credit hours

This track has no core courses. Students may select any 21 semester credit hours from the courses below. However, at least nine semester credit hours must be from courses with MKT prefix.

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 Analytics
- **MKT 6337** Predictive Analytics Using SAS
- **MKT 6338** Enterprise Systems and CRM
- **MKT 6340** Marketing Projects Lab
- **MKT 6341** Campaign Management Lab
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6343** Social Media Marketing and Insights
- **MKT 6350** Competitive Marketing Strategy
- **MKT 6352** Marketing Web Analytics and Insights
- **MKT 6360** Services Marketing
- **MKT 6362** Marketing Models
- **MKT 6365** Marketing Digital Lab
- **MKT 6380** Market Entry Strategies
- **MKT 6382** Professional Selling I
MKT 6383  Professional Selling II  
MKT 6V98  Marketing Internship

Non-Marketing Area Courses

ACCT 6301  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 6360  Startup Launch I  
ENTP 6370  Innovation and Entrepreneurship  
ENTP 6375  Technology and New Product Development  
ENTP 6388  Managing Innovation within the Corporation  
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  Managing Digital Strategy  
MIS 6309  Business Data Warehousing  
MIS 6320  Database Foundation  
MIS 6324  Business Analytics with SAS  
MIS 6334  Advanced Business Analytics with SAS  
MIS 6344  Web Analytics  
MIS 6356  Business Analytics with R  
MIS 6360  Agile Project Management  
MIS 6372  IT Services 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 6332  Spreadsheet Modeling and Analytics  
OPRE 6362  Project Management in Engineering and Operations