Master of Science in Marketing

36 semester credit hours minimum

Faculty


Clinical Professors: Abhijit Biswas, Howard Dover, William Hefley, Ching-Chung Kuo, Sonia Leach, Daniel Rajaratnam, Kannan Ramanathan, Mark Thouin, Fang Wu, Laurie L. Ziegler

Associate Professors: Norris Bruce, Orlando C. Richard, Harpreet Singh, Upender Subramanian, Ying Xie, Yexiao Xu

Clinical Associate Professors: Carolyn Reichert, Avanti P. Sethi

Assistant Professors: Khai Chiong, Xiaolin Li, Radha Mookerjee, Steven Xiao, Zhe (James) Zhang

Clinical Assistant Professors: Moran Blueshtein, Judd Bradbury, Jerome Gafford, Maria Hasenhuttl, Julie Haworth, Jeffery (Jeff) Hicks, Parneet Pahwa

Senior Lecturers: Semiramis Amirpour, Monica E. Brussolo, Alexander Edsel

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 double 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 MAS 6102 Professional Development course. 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 semester 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
- **MKT 6341** Marketing Automation and Campaign Management

Business Development and Professional Sales Track

**Business Development and Professional 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 Professional 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** Marketing Automation and Campaign Management
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6V98** Marketing Internship
- **MKT 6V99** Marketing Special Topics
- **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** Marketing Automation and Campaign Management
- **MKT 6352** Marketing Web Analytics and Insights
**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
- MKT 6342  Marketing Customer Insights Development
- MKT 6343  Social Media Marketing and Insights
- MKT 6350  Competitive Marketing Strategy
- MKT 6365  Marketing Digital Lab
- MKT 6V98  Marketing Internship
- MKT 6V99  Marketing Special Topics
- IMS 6314  Global E-Business Marketing
- MIS 6302  Managing Digital Strategy
- MIS 6344  Web Analytics
- MIS 6373  Social Media 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
  - or MIS 6356  Business Analytics with R

**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
- MKT 6V98  Marketing Internship
- MKT 6V99  Marketing Special Topics
BUAN 6340  Programming for Data Science  
BUAN 6341  Machine Learning  
BUAN 6346  Big Data Analytics  
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 6357  Advanced 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  
MKT 6338  Enterprise Systems and CRM  
MKT 6340  Marketing Projects  
MKT 6341  Marketing Automation and Campaign Management  
MKT 6342  Marketing Customer Insights Development  
MKT 6343  Social Media Marketing and Insights  
MKT 6352  Marketing Web Analytics and Insights  
MKT 6V98  Marketing Internship  
MKT 6V99  Marketing Special Topics  
BPS 6360  Management and Organizational Consulting: Theory and Practice  
MECO 6303  Business Economics  
MIS 6320  Database Foundations  
MIS 6344  Web Analytics  
MIS 6372  Managing IT-as-a-Service
MIS 6380 Data Visualization
OPRE 6362 Project Management in Engineering and Operations

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
MKT 6341 Marketing Automation and Campaign Management
MKT 6342 Marketing Customer Insights Development
MKT 6350 Competitive Marketing Strategy
MKT 6380 Market Entry Strategies
MKT 6V98 Marketing Internship
MKT 6V99 Marketing Special Topics
OPRE 6362 Project Management in Engineering and Operations

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 6329** New Product Development

**MKT 6330** Brand Management

**MKT 6331** Building and Managing Professional Sales Organizations

**MKT 6332** Advertising and Promotional Strategy

**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

**MKT 6341** Marketing Automation and Campaign Management

**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 6365** Marketing Digital Lab

**MKT 6380** Market Entry Strategies

**MKT 6382** Professional Selling I

**MKT 6383** Professional Selling II

**MKT 6V98** Marketing Internship

**MKT 6V99** Marketing Special Topics

Non-Marketing Area Courses

**ACCT 6301** Financial Accounting (double MS MKT/MBA only)

**ACCT 6305** Accounting for Managers (double MS MKT/MBA only)

**BPS 6360** Management and Organizational Consulting: Theory and Practice

**BUAN 6340** Programming for Data Science
BUAN 6341 Machine Learning
BUAN 6346 Big Data Analytics
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 (double MS MKT/MBA only)
IMS 6310 International Marketing
IMS 6314 Global E-Business Marketing
IMS 6360 International Strategic Management
MECO 6303 Business Economics
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 6357 Advanced Business Analytics with R
MIS 6360 Agile Project Management
MIS 6372 Managing IT-as-a-Service
MIS 6373 Social Media Business
MIS 6380 Data Visualization
OB 6301 Organizational Behavior (double MS MKT/MBA only)
OB 6332 Negotiation and Dispute Resolution
OPRE 6332 Spreadsheet Modeling and Analytics
OPRE 6362 Project Management in Engineering and Operations
OPRE 6398 Prescriptive Analytics