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, in which 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 from any of the tracks listed below as part of their degree program.

- Advertising and Brand Management
- Business Development and Professional 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 all graduate courses taken in the degree program, excluding program prerequisites 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 Data Analysis and 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 substitute only one three-semester credit hour master's-level course from any unrestricted course/prefix offered within JSOM as a free elective in the degree plan.

MKT 6009  Marketing Internship (required elective)

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 6335  Advertising Research
  MKT 6340  Marketing Projects
  MKT 6341  Marketing Automation and Campaign Management
  MKT 6342  Marketing Customer Insights Development
  MKT 6350  Competitive Marketing Strategy
  MKT 6352  Marketing Web Analytics and Insights
  MKT 6353  Customer Analytics and Insights
  MKT 6365  Marketing Digital Lab
  MKT 6V98  Marketing Internship
  MKT 6V99  Marketing Special Topics

Choose any one three-semester credit hour MKT prefix elective course from any track or catalog year.

Business Development and Professional Sales Track

Business Development and Professional Sales Core Courses (9 semester credit hours)
  MKT 6334  Digital Sales Strategy
**MKT 6353** Customer Analytics and Insights  
**MKT 6382** Professional Selling I

**Business Development and Professional Sales Elective Courses (12 semester credit hours)**

**Tier I Electives** (most relevant to this track)  
- **MKT 6321** Interactive and Digital Marketing  
- **MKT 6331** Building and Managing Professional Sales Organizations  
- **MKT 6338** Enterprise Systems and CRM  
- **MKT 6341** Marketing Automation and Campaign Management  
- **BPS 6360** Management and Organizational Consulting: Theory and Practice  
- **OB 6332** Negotiation and Dispute Resolution

**Tier II Electives**
- **MKT 6342** Marketing Customer Insights Development  
- **MKT 6V98** Marketing Internship  
- **MKT 6V99** Special Topics in Marketing  
- **BPS 6332** Strategic Leadership

Choose any one three-semester credit hour MKT or ENTP prefix elective course from any degree plan, track or catalog year.

**Digital Advertising and Marketing Track**

**Digital Advertising and Marketing Core Courses (9 semester credit hours)**  
- **MKT 6321** Interactive and Digital Marketing  
- **MKT 6343** Social Media Marketing and Insights  
- **MKT 6352** Marketing Web Analytics and Insights

**Digital Advertising and Marketing Elective Courses (12 semester credit hours)**

**Tier I Electives** (most relevant to this track)  
- **MKT 6332** Advertising and Promotional Strategy  
- **MKT 6334** Digital Sales Strategy  
- **MKT 6341** Marketing Automation and Campaign Management  
- **MKT 6353** Customer Analytics and Insights  
- **MKT 6365** Marketing Digital Lab  
- **MKT 6V99** Special Topics in Marketing  
- **IMS 6314** Global E-Business Marketing
**MIS 6302** Managing Digital Strategy

**Tier II Electives**

**MKT 6335** Advertising Research  
**MKT 6338** Enterprise Systems and CRM  
**MKT 6340** Marketing Projects  
**MKT 6342** Marketing Customer Insights Development  
**MKT 6350** Competitive Marketing Strategy  
**MKT 6V98** Marketing Internship  
**MIS 6320** Database Foundations

Choose any one three-semester credit hour MKT, BUAN or MIS prefix elective course from any degree plan, track or catalog year.

**Marketing Analytics and Customer Insights Track**

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

**MKT 6353** Customer Analytics and Insights  
**BUAN 6320** Database Foundations for Business Analytics  
or **MIS 6320** Database Foundations  
**OPRE 6332** Spreadsheet Modeling and Analytics

**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** Special Topics in Marketing  
**BUAN 6340** Programming for Data Science  
**BUAN 6341** Applied 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 6324** Business Analytics with SAS  
or **MIS 6356** Business Analytics with R
MIS 6334 Advanced Business Analytics with SAS
MIS 6357 Advanced Business Analytics with R
MIS 6380 Data Visualization
OPRE 6398 Prescriptive Analytics

Choose any one three-semester credit hour MKT or BUAN or MECO or MIS or OPRE prefix elective course from any degree plan, track or catalog year.

Or

Customer Insights Focus (12 semester credit hour)
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 Special Topics in Marketing
BPS 6360 Management and Organizational Consulting: Theory and Practice
MECO 6303 Business Economics
MIS 6320 Database Foundations
MIS 6380 Data Visualization
OPRE 6362 Project Management in Engineering and Operations

Choose any one three-semester credit hour MKT or BUAN or ENTP or MIS prefix elective course from any degree plan, track or catalog year.

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)

Tier I Electives (most relevant to this track)

- **ENTP 6375** Technology and New Product Development
- **ENTP 6388** Managing Innovation within the Corporation
- **MIS 6360** Agile Project Management
- **MKT 6331** Building and Managing Professional Sales Organizations
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6380** Market Entry Strategies
- **OPRE 6362** Project Management in Engineering and Operations

Tier II Electives

- **ENTP 6360** Management and Organizational Consulting: Theory and Practice
- **ENTP 6360** Startup Launch I
- **ENTP 6370** Innovation and Entrepreneurship
- **ENTP 6390** Business Model Innovation
- **IMS 6310** International Marketing
- **MKT 6332** Advertising and Promotional Strategy
- **MKT 6334** Digital Sales Strategy
- **MKT 6340** Marketing Projects
- **MKT 6341** Marketing Automation and Campaign Management
- **MKT 6350** Competitive Marketing Strategy
- **MKT 6V98** Marketing Internship
- **MKT 6V99** Marketing Special Topics

Choose any one three-semester credit hour MKT or BPS or ENTP or OPRE prefix elective course from any degree plan, track or catalog year.

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 the MKT prefix.

Marketing Area Courses (at least 9 semester credit hours)

- **MKT 6321** Interactive and Digital 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 6353 Customer Analytics and Insights
MKT 6360 Services Marketing
MKT 6365 Marketing Digital Lab
MKT 6380 Market Entry Strategies
MKT 6382 Professional Selling I
MKT 6V98 Marketing Internship
MKT 6V99 Special Topics in Marketing

Choose any MKT prefix course from any track or future catalog years.

Non-Marketing Area Courses

ACCT 6301 Financial Accounting
ACCT 6305 Accounting for Managers
BPS 6332 Strategic Leadership
BPS 6360 Management and Organizational Consulting: Theory and Practice
BUAN 6340 Programming for Data Science
BUAN 6341 Machine Learning
BUAN 6346 Big Data
BUAN 6390 Analytics Practicum
ENTP 6360 Startup Launch I
ENTP 6370 Innovation and Entrepreneurship

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ENTP 6375  Technology and New Product Development  
ENTP 6380  Market Entry Strategies  
ENTP 6388  Managing Innovation within the Corporation  
ENTP 6390  Business Model Innovation  
ENTP 6392  Entrepreneurship in the Social Sector  
FIN 6301  Financial Management  
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 (Tier II)  
  or  MKT 6352  Marketing Web Analytics and Insights (Tier I)  
MIS 6356  Business Analytics with R  
MIS 6357  Advanced Business Analytics with R  
MIS 6360  Agile Project Management  
MIS 6373  Social Media Business (Tier II)  
  or  MKT 6343  Social Media Marketing and Insights (Tier I)  
MIS 6380  Data Visualization  
OB 6301  Organizational Behavior  
OB 6332  Negotiation and Dispute Resolution  
OPRE 6332  Spreadsheet Modeling and Analytics  
OPRE 6362  Project Management in Engineering and Operations  
OPRE 6398  Prescriptive Analytics  

Choose any one three-semester credit hour BPS or ENTP or IMS or MECO or MIS or OPRE prefix course from any degree plan, track or catalog year.

1. Students may use MKT 6009 only for their first internship and any additional internship must be completed as MKT 6V98 (3 semester credit hours maximum). Students may also substitute MKT 6009 with
MKT 6V98 or MKT 6309 or MKT 6321 or MKT 6340 or MKT 6343 or MKT 6350 to fulfil internship requirement.

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