Master of Science in Marketing

36 semester credit hours minimum

Faculty

Professors: Ashiq Ali, Sanjay Jain, Dmitri Kuksov, Nanda Kumar, Seung-Hyun Lee, Syam Menon, B. P. S. Murthi, Ram C. Rao, Brian Ratchford, Ying Xie

Associate Professors: Norris Bruce, Harpreet Singh, Upender Subramanian

Assistant Professors: Khai Chiong, Joonhwi Joo, Tongil Kim, Samir Mamadehussene, Radha Mookerjee, Shervin Tehrani, Zhe (James) Zhang

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

Clinical Associate Professors: Carolyn Reichert, Avanti P. Sethi

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

Professor of Instruction: Semiramis Amirpour

Associate Professors of Instruction: Monica E. Brussolo, Maria Hasenhuttl

Assistant Professor of Instruction: Julie Haworth

Professor of Practice: Alexander Edsel

Senior Lecturer: Guido Tirone

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. Following the completion of 18 credit hours, a student must successfully complete an internship or practicum. 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 Science and Practice
- **MKT 6339** Capstone Marketing Decision Making
  
  or **MKT 6350** Marketing Strategy and Game Theory Framework
- **OPRE 6301** Statistics and Data Analysis
  
  or **OPRE 6359** Advanced Statistics for Data Science

Specialized Tracks: 21 semester credit hours

Choose from one of the following four specialized tracks or from the [Marketing Management Track](https://catalog.utdallas.edu/2021/graduate/programs/jsom/marketing). Students may substitute only one three-semester credit hour master's-level course from any unrestricted course/prefix offered within JSOM as an elective in the degree plan.

- **MKT 6009** Marketing Internship (required elective)¹

### 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 6340** Marketing Projects
- **MKT 6341** Marketing Automation and Campaign Management
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6350** Marketing Strategy and Game Theory Framework
- **MKT 6352** Marketing Web Analytics and Insights
- **MKT 6353** Customer Analytics and Insights
- **MKT 6V98** Marketing Internship
- **MKT 6V99** Special Topics in Marketing

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 6382** Professional Selling I
- **OB 6332** Negotiation and Dispute Resolution

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 6341** Marketing Automation and Campaign Management
- **MKT 6352** Marketing Web Analytics and Insights
- **MKT 6353** Customer Analytics and Insights
- **MKT 6380** Market Entry Strategies
- **BPS 6360** Management and Organizational Consulting: Theory and Practice

Tier II Electives
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6V98** Marketing Internship
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 (15 semester credit hours)

**MKT 6321** Interactive and Digital Marketing

**MKT 6343** Social Media Marketing and Insights

**MKT 6349** MarTech Ecosystem

**MKT 6352** Marketing Web Analytics and Insights

**MKT 6384** Advanced Marketing Web Analytics and Insights

Digital Advertising and Marketing Elective Courses (6 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 6345** Quantitative Marketing Decision-Making

**MKT 6V99** Special Topics in Marketing

Tier II Electives

**MKT 6340** Marketing Projects

**MKT 6342** Marketing Customer Insights Development

**MKT 6V98** Marketing Internship

**IMS 6314** Global E-Business Marketing

**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 (6 semester credit hours)

- **MKT 6353** Customer Analytics and Insights
- **MKT 6337** Predictive Analytics using SAS

Marketing Analytics and Customer Insights Elective Courses (15 semester credit hours, at least 6 semester credit hours must have a MKT prefix). Some courses are shared and applicable to either subtrack)

**Marketing Analytics Subtrack**

- **MKT 6336** Pricing Analytics
- **MKT 6340** Marketing Projects
- **MKT 6345** Quantitative Marketing Decision-Making
- **MKT 6347** Marketing Analytics Project
- **MKT 6349** MarTech Ecosystem
- **MKT 6V98** Marketing Internship
- **MKT 6V99** Special Topics in Marketing

**BUAN 6312** Applied Econometrics and Time Series Analysis

**BUAN 6320** Database Foundations for Business Analytics

**BUAN 6340** Programming for Data Science

**BUAN 6341** Applied Machine Learning

**BUAN 6345** SAP Analytics

**BUAN 6346** Big Data

**BUAN 6347** Advanced Big Data Analytics

**BUAN 6357** Advanced Business Analytics With R

**BUAN 6398** Prescriptive Analytics

**HMGT 6334** Healthcare Analytics

**MECO 6312** Applied Econometrics and Time Series Analysis
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 Subtrack**

- **MKT 6321** Interactive and Digital Marketing
- **MKT 6332** Advertising and Promotional Strategy
- **MKT 6334** Digital Sales Strategy
- **MKT 6336** Pricing Analytics
- **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 6345** Quantitative Marketing Decision-Making
- **MKT 6347** Marketing Analytics Project
- **MKT 6349** MarTech Ecosystem
- **MKT 6V98** Marketing Internship
- **BUAN 6320** Database Foundations for Business Analytics
- or **MIS 6320** Database Foundations
- **MECO 6303** Business Economics
- **MIS 6356** Business Analytics with R
- **MIS 6380** Data Visualization
- **OPRE 6332** Spreadsheet Modeling and Analytics
OPRE 6362 Project Management in Engineering and Operations

Choose any one three-semester credit hour MKT, BUAN, or MIS prefix elective course from any JSOM course, 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)

- BPS 6360 Management and Organizational Consulting: Theory and Practice
- 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 6345 Quantitative Marketing Decision-Making
- MKT 6380 Market Entry Strategies
- OPRE 6362 Project Management in Engineering and Operations

Tier II Electives

- 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 6340 Marketing Projects
- MKT 6341 Marketing Automation and Campaign Management
- MKT 6V98 Marketing Internship
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 twelve semester credit hours must be from courses with the MKT prefix.

**Marketing Area Courses (at least 12 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 6336** Pricing Analytics
- **MKT 6337** Predictive Analytics Using SAS
- **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 6345** Quantitative Marketing Decision-Making
- **MKT 6347** Marketing Analytics Project
- **MKT 6349** MarTech Ecosystem
- **MKT 6352** Marketing Web Analytics and Insights
- **MKT 6353** Customer Analytics and Insights
- **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 6312  Applied Econometrics and Time Series Analysis
BUAN 6320  Database Foundations for Business Analytics
BUAN 6335  Organizing for Business Analytics Platforms
BUAN 6340  Programming for Data Science
BUAN 6341  Applied Machine Learning
BUAN 6345  SAP Analytics
BUAN 6346  Big Data
BUAN 6347  Advanced Big Data Analytics
BUAN 6357  Advanced Business Analytics With R
BUAN 6398  Prescriptive Analytics
ENTP 6360  Startup Launch I
ENTP 6370  Innovation and Entrepreneurship
ENTP 6375  Technology and New Product Development
ENTP 6380  Market Entry Strategies
ENTP 6388  Managing Innovation within the Corporation
ENTP 6390  Business Model Innovation
FIN 6301  Financial Management
HMGT 6334  Healthcare Analytics
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 6320  Database Foundations
MIS 6356  Business Analytics with R
MIS 6357  Advanced Business Analytics with R
MIS 6360  Agile Project Management
MKT 6343 Social Media Marketing and Insights
MIS 6380 Data Visualization
OB 6301 Organizational Behavior
OB 6332 Negotiation and Dispute Resolution
OPRE 6332 Spreadsheet Modeling and Analytics
OPRE 6341 Retail Operations
OPRE 6359 Advanced Statistics for Data Science
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 use MKT 6V98 or MKT 6321 or MKT 6339 or MKT 6340 or MKT 6343 or MKT 6350 or MKT 6347 (Marketing Analytics Project) to fulfill the internship requirement. Students are no longer eligible to enroll in MKT 6009 if they have already completed MKT 6V98 or any of the MKT courses approved to satisfy the internship requirement.

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