Naveen Jindal School of Management

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:** 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, Parneet Pahwa

**Professor of Instruction:** Semirams Amirpour

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

**Assistant Professor of Instruction:** Julie Haworth

**Professors 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. 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 five 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 an elective in the degree plan.

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
- **MKT 6V99** Special Topics in Marketing
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 6374 eCommerce Strategy, Marketing, and Operations

**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 6384** Advanced Marketing Web Analytics and Insights
- **MIS 6396** User Experience Design
- **MKT 6V99** Special Topics in Marketing

**Tier II Electives**

- **MKT 6340** Marketing Projects
- **MKT 6342** Marketing Customer Insights Development
- **MKT 6345** Quantitative Marketing Decision-Making
- **MKT 6353** Customer Analytics and Insights
- **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/or Customer Insights Core Courses (3-6 semester credit hours)

**MKT 6337** Predictive Analytics for Data Science (for the Marketing Analytics sub-track)

**MKT 6353** Customer Analytics and Insights (for the Marketing Analytics and Customer Insights sub-track)

Marketing Analytics or Customer Insights Elective Courses (15-18 semester credit hours, at least 6 semester credit hours must have a MKT prefix). Some courses are shared and applicable to either sub-track)

Marketing Analytics Sub-track

**MKT 6336** Pricing Analytics

**MKT 6340** Marketing Projects

**MKT 6345** Quantitative Marketing Decision-Making

**MKT 6347** Marketing Analytics Project

**MKT 6349** MarTech Ecosystem

**MKT 6352** Marketing Web Analytics and Insights

MKT 6373 Introduction to Programming for Analytics

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

**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

or **MIS 6320** Database Foundations

**BUAN 6335** Organizing for Business Analytics Platforms

**BUAN 6340** Programming for Data Science

**BUAN 6341** Applied Machine Learning

**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
MIS 6356  Business Analytics with R
MIS 6357  Advanced Business Analytics with R
MIS 6380  Data Visualization
OPRE 6332  Spreadsheet Modeling and Analytics
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 Sub-track

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 6352  Marketing Web Analytics and Insights
MKT 6373  Introduction to Programming for Analytics
MKT 6384  Advanced Marketing Web Analytics and Insights
MKT 6V98  Marketing Internship
MKT 6V99  Special Topics in Marketing
BPS 6360  Management and Organizational Consulting: Theory and Practice
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
or MIS 6393 Foundations of Digital Product Management
ENTP 6388 Managing Innovation within the Corporation
MIS 6360 Agile Project Management
MIS 6396 User Experience Design
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
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 6336 Pricing Analytics
- MKT 6337 Predictive Analytics for Data Science
- 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 6373 Introduction to Programming for Analytics
- MKT 6374 eCommerce Strategy, Marketing, and Operations
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
  - or **MIS 6393** Foundations of Digital Product Management
- **ENTP 6380** Market Entry Strategies
- **ENTP 6388** Managing Innovation within the Corporation
- **ENTP 6390** Business Model Innovation
- **FIN 6301** Financial Management
- **HMG 6334** Healthcare Analytics
- **IMS 6310** International Marketing
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.

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