

MARKETING ANALYTICS - MASTER OF SCIENCE (MS)

The MS in Marketing Analytics is designed to equip students with the skills to influence marketing decisions through the power of data. The program covers a range of topics that equip students with the skills to analyze data and inform marketing strategies. Key areas include customer segmentation, predictive analytics, pricing strategies and campaign performance analysis. Students learn to measure key performance indicators (KPIs), conduct A/B testing and use data visualization to communicate insights. The program also covers consumer behavior analysis, demand forecasting and big data applications, along with specialized areas like programmatic advertising, social media analytics and sentiment analysis. These topics help students develop the ability to make data-driven decisions, enhance customer engagement and optimize marketing effectiveness. Students will learn to leverage data for strategic decision-making, understand customer behavior and optimize marketing effectiveness. A key component of the program is teaching students how to craft compelling narratives from data. Emphasizing quantitative data analysis, customer insights and analytics-driven strategies, the program prepares graduates to make informed, data-driven decisions and offer strategic insights that shape business outcomes.

Students specializing in marketing analytics will become valuable assets to organizations, using data to uncover new opportunities, refine marketing strategies, and drive business success. Their expertise enables companies to stay competitive and adapt to the ever-evolving marketplace.

Career paths in marketing analytics are both varied and impactful. Graduates can pursue roles as Marketing Analysts, where they analyze data to inform marketing strategies, ensuring they are data-driven and effective. Students will be prepared for roles in marketing intelligence, pricing analysis, consumer behavior, advertising, social media marketing, digital marketing and more.

This ten-month program offers comprehensive coursework and practical application, preparing students for diverse job opportunities. In addition to academic learning, students will participate in four enrichment seminars focused on teamwork, leadership, ethics and corporate social responsibility. These seminars reflect our commitment to holistic student development, blending professional growth with academic excellence.

Requirements

Required Courses and Credits

Code	Title	Credit Hours
MSBC 5070	Survey of Business Analytics	3
MSBX 5410	Fundamentals of Data Analytics	3
MSBX 5415	Advanced Data Analytics	3
MSBX 5405	Structured Data Modeling and Analysis	3
MSBC 5180	Machine Learning in Python	3
MSBX 5420	Unstructured and Distributed Data Modeling and Analysis	3
MSBC 5190	Modern Artificial Intelligence: Introduction to AI for Business	3
MSBC 5490	BUAN Experiential Projects	3

MSBX 5310	Customer Analytics	3
MSBX 5320	Digital Advertising	3
MBAX 6330	Market Intelligence	3

Plan(s) of Study

Year One

Summer Review	Credit Hours
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Summer B Session

MSBC 5070	Survey of Business Analytics	3
MSBX 5410	Fundamentals of Data Analytics	3
Credit Hours		6

Fall Semester

MSBX 5415	Advanced Data Analytics	3
MSBX 5405	Structured Data Modeling and Analysis	3
MSBC 5180	Machine Learning in Python	3
MBAX 6330	Market Intelligence	3
Credit Hours		12

Spring Semester

MSBC 5190	Modern Artificial Intelligence: Introduction to AI for Business	3
MSBC 5490	BUAN Experiential Projects	3
MSBX 5420	Unstructured and Distributed Data Modeling and Analysis	3
MSBX 5310	Customer Analytics	3
MSBX 5320	Digital Advertising	3
Credit Hours		15
Total Credit Hours		33

Learning Outcomes

By the completion of the program, students will be able to:

- Demonstrate technical expertise in marketing analytics.
- Apply managerial and organizational frameworks in marketing.
- Successfully engage in critical thinking and communication of insights from marketing analytics.
- Demonstrate an understanding of the ethical responsibilities of business leaders.
- Productively participate in teamwork and collaboration.