

# MASTER OF BUSINESS ADMINISTRATION, MARKETING DATA ANALYTICS SPECIALIZATION

This program provides students with comprehensive knowledge of marketing data analytics as a specialization in the MBA program. Data analytics is a rapidly growing field, part of which has occurred in the domain of marketing and marketing research. Data analytics involves defining problems surrounding marketing questions, such as customer relationship management, consumer behavior, customer service, pricing, sales force management, advertising, business-to-business and channels relationships. Once problems are defined, data analysts are responsible for gathering the right information (the data) to solve the problem and applying sophisticated data analytics tools to provide empirical answers. An important part of the process is to present and explain the data findings to a marketing audience. Marketing action is generally taken based on data definition, gathering, manipulation, and analysis.

## Program Learning Goals:

Students demonstrate the ability to:

- Obtain, combine, clean, transform, validate, and analyze large and small datasets from multiple sources.
- Design and implement databases and other data collection systems.
- Apply marketing research methodologies and systems, such as segmentation modeling, targeting, CRM, and ROI projections and evaluation.
- Perform statistical analysis and interpretation of data in order to uncover actionable intelligence and trends that provide value to marketing and business.
- Present and interpret data in a meaningful way to internal and external stakeholders.
- Develop high quality reports, dashboards, and visualizations with marketing data.
- Add to the ability of marketing managers to make optimal decisions on important marketing variables such as marketing segmentation, market positioning, new product design, pricing strategies, advertising choice, and others.

## Requirements Effective Fall 2023

Code	Title	Credits
<b>Required Core Courses:</b>		
BUS 500	Foundations for Business Impact	2
BUS 601	Quantitative Business Analysis	2
BUS 614	Accounting Concepts	2
BUS 620	Leadership and Teams	2
BUS 626	Managing Human Capital	2
BUS 630	Information Management	2
BUS 640	Financial Principles and Practice	2
BUS 655	Marketing Management	2
BUS 656	Marketing Strategy and Planning	2

### Select two courses from the following: 4

BUS 615	Managerial Accounting
BUS 616	Financial Reporting and Analysis
BUS 635	Business Economics for the World Market
BUS 641	Financial Markets and Investments

### Select one course from the following: 3

CIS 576	Business Data Visualization
CIS 601/MGT 601	Enterprise Computing and Systems Integration

### Required Specialization Courses:

CIS 505	Database Concepts	1
CIS 570	Business Intelligence	3
CIS 575	Applied Data Mining and Analytics in Business	3
MKT 610	Qualitative Marketing Research Methods	1
MKT 621	Search Engine Marketing and Optimization	1
MKT 650	Data Analytics	2
MKT 651	Applied Data Analytics	2
MKT 670	Digital Marketing	1
MKT 686	Marketing Practicum	2
Select 1 credit elective with approval of graduate advisor.		1

### Program Total Credits: 42

A minimum of 42 credits are required to complete this program.