

MASTER OF BUSINESS ADMINISTRATION, MARKETING DATA ANALYTICS SPECIALIZATION

Requirements Effective Fall 2023

Code	Title	Credits
Required Core Courses:		
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.