

Full-Time MS Marketing Analytics Class of 2021 Non-Internship Track

Fall 2020 Semester		Spring 2021 Semester		Summer 2021 Term
Fall A	Fall B	Spring A	Spring B	Summer A
GBA462R Core Statistics for MS Students Using R	GBA424 Analytics Design and Applications	MKT465 Marketing Analytics Project 3 credits		
		CIS468 Spreadsheet Modeling using Excel for MS		
GBA463 Economics and Marketing Strategy for MS Students	CIS467 Data Management, Warehousing, and Visualization	MKT414 Pricing Policies		
		Choose a total of 4 electives:		
GBA464 Programming for Analytics	MKT436 Predictive and Causal Analytics in R	CIS432 Advanced Predictive Analytics with Python	CIS434 Social Media Analytics	MKT451 Consumer and Brand Research
			MKT431 Consumer Behavior	
MKT439 Advanced Pricing				
MKT440 Pricing Analytics				
MGC461 Professional Communications 4 credits		MKT437 Digital Marketing		
Fall Total Credit Hours: 19		Spring Total Credit Hours: 15.5 - 18		Summer Total Credit Hours: 0 - 2.5

Internship Track

Fall 2020 Semester		Spring 2021 Semester		Fall 2021 Semester	
Fall A	Fall B	Spring A	Spring B	Fall A	Fall B
GBA462R Core Statistics for MS Students Using R	GBA424 Analytics Design and Applications	MKT465 Marketing Analytics Project 3 credits		CIS468 Spreadsheet Modeling using Excel for MS	
		MKT414 Pricing Policies (G. Shaffer)			
GBA463 Economics and Marketing Strategy for MS Students	CIS467 Data Management, Warehousing, and Visualization	Choose a total of 4 electives:			
		GBA464 Programming for Analytics	MKT436 Predictive and Causal Analytics in R	CIS432 Advanced Predictive Analytics with Python	CIS434 Social Media Analytics
MKT431 Consumer Behavior					
MKT439 Advanced Pricing					
MKT440 Pricing Analytics					
MGC461 Professional Communications 4 credits		MKT437 Digital Marketing			
Fall Total Credit Hours: 19		Spring Total Credit Hours: 13 - 15.5		Fall Total Credit Hours: 2.5 - 5	

All courses are 2.5 credits unless noted otherwise. Degree Total Credit Hours: 37

2020-2021 Program of Study Grids (as of 4/15/20)
Course sequencing / elective offerings are subject to change