

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

Spring 2021 Semester		Summer 2021 Semester		Fall 2021 Semester
Spring A	Spring B	Summer A	Summer B	Fall A+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
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	MKT439 Advanced Pricing	
MGC461 Professional Communications 4 credits		MKT437 Digital Marketing	CIS434 Social Media Analytics	
		MKT451 Consumer and Brand Research	MKT440 Pricing Analytics	
Spring Total Credit Hours: 19		Summer Total Credit Hours: 15.5		Fall Total Credit Hours: 2.5

Internship Track

Spring 2021 Semester		Summer 2021 Semester		Spring 2022 Semester	
Spring A	Spring B	Summer A	Summer B	Spring A	Spring 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	
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	MKT439 Advanced Pricing		
MGC461 Professional Communications 4 credits		MKT437 Digital Marketing	CIS434 Social Media Analytics		
		MKT451 Consumer and Brand Research	MKT440 Pricing Analytics		
Spring Total Credit Hours: 19		Summer Total Credit Hours: 13 – 15.5		Spring Total Credit Hours: 2.5 - 5	

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