Note: the grid below depicts the study plan for the 2022–2023 academic year.

Timing and sequencing of classes are subject to change based upon faculty availability, classroom scheduling, or other factors.

MSMA											
Non-Internship Track											
Pre-Session	Fall	2022	Spring 2023								
	Fall A	Fall B	Spring A	Spring B							
GBA464 - Programming for Analytics	Professional Co	C461 - ommunications edits)	MKT465 - Marketing Analytics Project (3 credits)								
	GBA462R - Core Statistics for MS Students Using R	GBA424 - Analytics Design and Applications	Choose at least 5 GBA468R -	CIS432 -							
	GBA463 - Economics and Marketing Strategy for MS Students	GBA436R - Predictive and Causal Analytics in R	Prescriptive Analytics with R MKT437 - Digital Marketing	Advanced Predictive Analytics w/ Python CIS434 - Social Media and Text Analytics MKT431 - Consumer Behavior							
	CIS467 - Data Management, Warehousing, and Visualization	MKT414 - Pricing Policies	MKT451 - Consumer & Brand Research GBA465 - Python Analytics for R								
			Programmers MKT440 - Pricing Analytics	MKT439 - Advanced Pricing							
	Fall Total Credit Hours: 21	Spring Total Credit Hours: 15.5									

MSMA											
Internship Track											
<u>Pre-Session</u>	Fall 2022		Spring 2023		Summer 2023	Fall 2023					
	Fall A	Fall B	Spring A	Spring B	Julillier 2025	Fall A	Fall B				
GBA464 -	MGC461 - Professional Communications (4 credits)		Choose at least 5	Electives:							
Programming for Analytics											
Analytics	, ,		GBA468R -	CIS432 -							
	GBA462R - Core Statistics for MS	GBA462R - GBA424 -		Advanced Predictive							
	Students Using R	Analytics Design and Applications	MKT437 -	Analytics w/ Python							
			Digital Marketing	CIS434 -							
	GBA463 -		Social Media and Text		MKT465 -		KT465 -				
	Economics and Marketing	Predictive and Causal Analytics	,		Analytics Internship		Marketing Analytics Project				
	Strategy for MS Students	in R	Consumer & Brand Research	MKT431 -		(3	credits)				
			GBA465 - Python Analytics for R	Consumer Behavior							
	CIS467 -		Programmers								
	Data Management,	MKT414 -		MKT439 -							
	Warehousing, and	Pricing Policies	MKT440 -	Advanced Pricing							
	Visualization		Pricing Analytics								
Fall Total Credit Hours: 21.5		Spring Total Credit Hours: 12.5			Fall Total	Credit Hours: 3					

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