

Note: The grid below depicts the study plan for the 2023–2024 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-Fall 2023	Fall 2023		Spring 2024	
	Fall A	Fall B	Spring A	Spring B
GBA464 - Programming for Analytics	MGC461 - Professional Communications (4 credits)		MKT465 - Marketing Analytics Project (3 credits)	
	GBA462R - Core Statistics for MS Students Using R	GBA424 - Analytics Design and Applications	<b>Choose at least 5 Electives:</b>	
	GBA463 - Economics and Marketing Strategy for MS Students	GBA436R - Predictive and Causal Analytics in R	GBA468P - Prescriptive Analytics with Python	CIS432 - Advanced Predictive Analytics w/ Python
	CIS467 - Data Management, Warehousing, and Visualization	MKT414 - Pricing Policies	CIS468 - Spreadsheet Modeling using Excel	CIS434 - Social Media and Text Analytics
			MKT437 - Digital Marketing	MKT431 - Consumer Behavior
			GBA465 - Python Analytics for R Programmers	MKT439 - Advanced Pricing
			MKT440 - Pricing Analytics	MKT451 - Consumer & Brand Research
	Fall Total Credit Hours: 21.5		Spring Total Credit Hours: 15.5	

MSMA							
Internship Track							
Pre-Fall 2023	Fall 2023		Spring 2024		Summer 2024	Fall 2024	
	Fall A	Fall B	Spring A	Spring B		Fall A	Fall B
GBA464 - Programming for Analytics	MGC461 - Professional Communications (4 credits)		<b>Choose at least 5 Electives:</b>		<b>Internship</b>		
	GBA462R - Core Statistics for MS Students Using R	GBA424 - Analytics Design and Applications	GBA468P - Prescriptive Analytics with Python	CIS432 - Advanced Predictive Analytics w/ Python			
	GBA463 - Economics and Marketing Strategy for MS Students	GBA436R - Predictive and Causal Analytics in R	CIS468 - Spreadsheet Modeling using Excel	CIS434 - Social Media and Text Analytics			
	CIS467 - Data Management, Warehousing, and Visualization	MKT414 - Pricing Policies	MKT437 - Digital Marketing	MKT431 - Consumer Behavior			
			GBA465 - Python Analytics for R Programmers	MKT439 - Advanced Pricing			
			MKT440 - Pricing Analytics	MKT451 - Consumer & Brand Research		MKT465 - Marketing Analytics Project (3 credits)	
	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

\*\*\* Students cannot receive credit for both CIS468 and GBA468P \*\*\*

Accurate as of 3/30/23. Elective offerings are subject to change.