

The grid below depicts the anticipated study plan for the 2025–2026 academic year. Curriculum grids are subject to change.

MSMA					
Non-Internship Track					
Fall 2025		Spring 2026			
Fall A	Fall B	Spring A	Spring B		
MGC461 - Professional Communication (4 credits)		MKT465 - Marketing Analytics Project (3 credits)			
GBA464 - Programming for Analytics	GBA424 - Analytics Design and Applications	CIS467 - Data Management and Warehousing			
GBA462P - Core Statistics for MS Students Using Python	GBA436R - Predictive and Causal Analytics in R	Choose at least 4 Electives:			
GBA463 - Economics and Marketing Strategy for MS Students	MKT414 - Pricing Policies	CIS432 - Machine Learning for Business Analytics	CIS433 - AI and Deep Learning		
		FIN478 or GBA478 - Intro to AI and Business	CIS434 - Social Media and Text Analytics		
		MKT413 - Product Management	MKT431 - Consumer Behavior		
		MKT437 - Digital Marketing	MKT439 - Advanced Pricing		
		MKT438 - B2B Pricing	MKT440 - Pricing Analytics		
			MKT451 - Consumer & Brand Research		
Fall Total Credit Hours: 19		Spring Credit Hours: 15.5			

MSMA						
Internship Track						
Fall 2025		Spring 2026		Summer 2026	Fall 2026	
Fall A	Fall B	Spring A	Spring B		Fall A	Fall B
MGC461 - Professional Communication (4 credits)		CIS467 - Data Management and Warehousing		Internship	MKT465 - Marketing Analytics Project (3 credits)	
GBA464 - Programming for Analytics	GBA424 - Analytics Design and Applications	Choose at least 4 Electives:				
GBA462P - Core Statistics for MS Students Using Python	GBA436R - Predictive and Causal Analytics in R	CIS432 - Machine Learning for Business Analytics	CIS433 - AI and Deep Learning			
GBA463 - Economics and Marketing Strategy for MS Students	MKT414 - Pricing Policies	FIN478 or GBA478 - Intro to AI and Business	CIS434 - Social Media and Text Analytics			
		MKT413 - Product Management	MKT431 - Consumer Behavior			
		MKT437 - Digital Marketing	MKT439 - Advanced Pricing			
		MKT438 - B2B Pricing	MKT440 - Pricing Analytics			
			MKT451 - Consumer & Brand Research			
Fall Total Credit Hours: 19		Spring Credit Hours: 12.5			Fall Total Credit Hours: 3	

All courses are 2.5 credits unless noted otherwise.
Degree Total Credit Hours: 34.5

Accurate as of 03/06/2025. Elective offerings are subject to change.