



Master of Science in Marketing Science (MS-MSci) + Business Analytics (BA) FULL-TIME PROGRAM CURRICULUM PLAN

MS-MSci + BA DEGREE REQUIREMENTS

Upon formal admission to the MS in Marketing Science + Business Analytics program, a student must fulfill the following requirements in order to receive the MS degree:

- 1) A minimum of 40.5 credits of approved graduate-level coursework
- 2) The appropriate distribution of required core courses and elective courses
 - a. 36 credits of core courses are required
 - b. 4.5 credits of elective courses are required
- 3) A minimum cumulative quality point average (QPA) of 3.0 (B)

Core Courses (Required total: 36.0 credits):

Course	Credits
BMKT 2409 Marketing Management	1.5
BQOM 2401 Statistical Analysis (<i>B+ or better required for business analytics major</i>)	3.0
BECN 2401 Economic Analysis	3.0
BMKT 2031 Marketing Research	3.0
BMKT 2544 Shopper Analytics	3.0
BMKT 2035 Consumer Behavior	3.0
BMKT 2551 Digital & Social Media Analytics	1.5
BMKT 2553 Social Media Strategy	1.5
Marketing Science Project Course (ex: Consulting Field Project, Applied Behavioral Economics or other approved by Faculty Director)	3.0
BQOM 2421 Decision Tech (<i>B or better required for business analytics major</i>)	1.5
BQOM 2512 Advanced Decision Tech	1.5
BQOM 2557 Multivariate Data Analysis	1.5
BQOM 2578 Data Mining	3.0
BMIS 2588 Database Management	3.0
Programming course (choose one): BMIS 2542 Python/BMIS 2526 Programming with R	3.0

Elective Courses (Required minimum: 4.5 credits):

Course	Credits
BMKT 2032 Applied Behavioral Economics	3.0
BMKT 2526 Product Development & Management	3.0
BMKT 2532 Pricing Strategies & Tactics	1.5
BMKT 2569 Brand Management	1.5
BQOM 2546 Project Management Fundamentals & Analytics	1.5
BMIS 2551 Project Management Concepts & Processes	3.0
BIND 2024 Consulting Field Project	3.0
BMIS 2542 Data Programming with Python	3.0
BMIS 2526 Data Programming with R	3.0

MS-MSci + BA SAMPLE SCHEDULE

Full-Time MS-MSci students are eligible to enroll for a maximum of 15 credits per semester.

❖ First Term (Fall) – 15 credits

* BMKT 2409	Marketing Management	1.5 credits
* BQOM 2401	Statistical Analysis	3.0 credits
* BECN 2401	Economic Analysis	3.0 credits
* BMKT 2031	Marketing Research	3.0 credits
* BMKT 2544	Shopper Analytics	3.0 credits
* Elective(s)		1.5 credits

❖ Second Term (Spring) – 13.5 credits

* BMKT 2035	Consumer Behavior	3.0 credits
* BMKT 2551	Digital & Social Media Analytics	1.5 credits
* BMKT 2553	Social Media Strategy	1.5 credits
* BMKT 25xx	Marketing Science Project Course	3.0 credits
* BQOM 2421	Decision Technologies	1.5 credits
* BQOM 2512	Advanced Decision Technologies	1.5 credits
* BQOM 2557	Multivariate Data Analysis	1.5 credits

❖ Third Term (Fall) – 12 credits

* BMIS 2542	Data Programming with Python	3.0 credits
* BQOM 2578	Data Mining	3.0 credits
* BMIS 2588	Database Management	3.0 credits
* Elective(s)		3.0 credits

COURSE SELECTION AND SEQUENCING

In order to make the most of the Katz experience, each student is encouraged to work with his/her academic advisor, career advisor, and Katz faculty in order to align elective coursework with professional aspirations. Students may reference course offerings and descriptions for a given term within the 'Schedules and Course Abstracts' section via [StudentNet](#).

The following tables are a helpful tool for students to work with his/her advisors and Katz faculty to plan course selection and sequencing.

Required Courses (36 credits)

Course Number	Course Title	Credits	Term Planned	Term Completed
BMKT 2409	Marketing Management	1.5	Fall	
BQOM 2401	Statistical Analysis	3.0	Fall	
BECN 2401	Economic Analysis	3.0	Fall	
BMKT 2531	Marketing Research	3.0	Fall	
BMKT 2544	Shopper Analytics	3.0	Fall	
BMKT 2035	Consumer Behavior	3.0	Spring	
BMKT 2551	Digital & Social Media Analytics	1.5	Spring	
BMKT 2553	Social Media Strategy	1.5	Spring	
BMKT 25xx	Marketing Science Project Course	3.0	Spring	
BQOM 2421	Decision Technologies	1.5	Spring	
BQOM 2512	Advanced Decision Technologies	1.5	Spring	
BQOM 2557	Multivariate Data Analysis	1.5	Spring	
BQOM 2578	Data Mining	3.0	Fall	
BMIS 2588	Database Management	3.0	Fall	
BMIS 2542 or BMIS 2526	Programming course (choose one): Data Programming with Python or Data Programming with R	3.0	Fall	

