



## Master of Science in Customer Insights (MSCI) FULL-TIME PROGRAM CURRICULUM PLAN

### MSCI DEGREE REQUIREMENTS

Upon formal admission to the Master of Science in Customer Insights program, a student must fulfill the following requirements in order to receive the MSCI degree:

- 1) A minimum of 30 credits of approved graduate-level coursework
- 2) The appropriate distribution of required core courses and elective courses
  - a. 7.5 credits of introductory business courses are required
  - b. 16.5 credits of core courses are required
  - c. 6.0 credits of elective courses are required
- 3) A minimum cumulative quality point average (QPA) of 3.0 (B)

#### Introduction to Business (Required total: 7.5 credits):

No	Course	Credits
1	BMKT 2409 Marketing Management	1.5
2	BQOM 2401 Statistical Analysis	3.0
3	BECN 2401 Business Economics	3.0

#### Core Courses (Required total: 16.5 credits):

No	Course	Credits
1	BMKT 2031 Marketing Research	3.0
2	BMKT 2513 Consumer Behavior	3.0
3	BMKT 2515 Marketing & Social Media Strategy	3.0
4	BMKT 2544 Shopper Marketing	3.0
5	BMKT 2551 Digital & Social Media Analytics	1.5
6	BMKT 25xx Customer Insights Practicum Project	3.0

#### Elective Courses (Required minimum: 6 credits):

No	Course	Credits
1	BQOM 2578 Data Mining	3.0
2	BMKT 2509 Marketing Planning & Strategy	1.5
3	BMKT 2569 Brand Management	1.5
4	BMKT 2526 Product Development & Management	3.0

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## MSCI SAMPLE SCHEDULE

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

### ❖ Fall Term – 15 credits

* BECN 2401	Business Economics	3.0 credits
* BQOM 2401	Statistical Analysis	3.0 credits
* BMKT 2409	Marketing Management	1.5 credits
* BMKT 2031	Marketing Research	3.0 credits
* BMKT 2544	Shopper Marketing	3.0 credits
* BMKT 2569	Brand Management (elective)	1.5 credits

### ❖ Spring Term – 15 credits

* BMKT 2509	Marketing Planning & Strategy	1.5 credits
* BMKT 2513	Consumer Behavior	3.0 credits
* BMKT 2515	Marketing & Social Media Strategy	3.0 credits
* BMKT 2551	Digital & Social Media Analytics	1.5 credits
* BMKT 25xx	Consumer Insights Practicum Project	3.0 credits
* Elective(s) of your choice		3.0 credits

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## MSCI COURSE SELECTION AND SEQUENCING

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In order to make the most of the Katz MBA experience, each student is strongly encouraged to work with his/her designated 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 designated advisors and Katz faculty to plan course selection and sequencing.

**MSCI Required Courses (24 credits)**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Term Planned</b>	<b>Term Completed</b>
BMKT 2409	Marketing Management	1.5		
BQOM 2401	Statistical Analysis	3.0		
BECN 2401	Business Economics	3.0		
BMKT 2531	Marketing Research	3.0		
BMKT 2513	Consumer Behavior	3.0		
BMKT 2515	Marketing & Social Media Strategy	3.0		
BMKT 2544	Shopper Marketing	3.0		
BMKT 2551	Digital & Social Media Analytics	1.5		
BMKT 25xx	Customer Insights Practicum Project	3.0		

**MSCI Elective Courses (6.0 credits required)**

<b>Course Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Term Planned</b>	<b>Term Completed</b>
BQOM 2578	Data Mining	3.0		
BMKT 2509	Marketing Planning & Strategy	1.5		
BMKT 2569	Brand Management	1.5		
BMKT 2526	Product Development & Management	3.0		