



## MASTERS OF SCIENCE IN MARKETING ANALYTICS (MSMKA) PROGRAM REQUIREMENTS (10 UNITS)

NAME \_\_\_\_\_

CLARK ID \_\_\_\_\_

REQUIRED CORE MSMKA COURSES (7 UNITS)	NO. OF UNITS	GRADE	SEM./YR. COMPLETED
MKT 4400 - Marketing Management	1		
BAN 4500 - Information System for Analytics	1		
BAN 4550 - Analytics Programming	1		
STAT 4450 - Managerial Statistics	1		
MKT 5488 - Digital and Social Media Marketing	1		
MKT 5401 - Marketing Research and Analysis	1		
MKT 5495 - Digital Marketing Analytics	1		
MSMKA Internship	--	--	--
REQUIRED ELECTIVES: Three (3) elective units are required. See list below for course options.	NO. OF UNITS	GRADE	SEM./YR. COMPLETED
Elective:			
TOTAL MSMKA UNITS REQUIRED	10		

### NOTES

- Elective course options include:
  - ACCT 4101 Foundations of Financial Accounting
  - BAN5501 Database Management and SQL for Analytics
  - BAN5573 Visual Analytics and Business Intelligence
  - MGMT 5543 Project Management
  - MKT 5407 Services Marketing
  - MKT5486 Branding Strategies
  - MKT 5487 Sustainability Marketing
  - MKT 5490 Marketing Consulting Project
  - MKT 5900 Special Topics in Marketing
- Students requesting to take an elective not listed here must get approval by your adviser prior to registering.