Master of Science in Marketing Analytics Degree Requirements

The Illinois State University Master of Science in Marketing Analytics degree requires the completion of six core courses and two capstone experiences plus three additional electives for a total of 36 credit hours.

Core Courses (6 courses – 18 hours)

• MBA 416 Applied Tools for Business Decision Making
• BIS 471 Advanced Business Analytics (online)
• MBA 430 Advanced Marketing Management

• MKT 445 Advanced Marketing Analytics
• MKT 440 Brand Management & Analytics
• MKT 411 Marketing and Sales Forecasting

Capstone Experiences (9 hours):

MKT 499 Master's Thesis (6 hours)
MKT 498 Internship in Analytics (3 hours)

Elective Courses (3 courses – 9 hours) - Students are required to complete three additional electives (9 hours) chosen from a list of acceptable graduate analytics related business courses.

• MKT 414 Advanced Technologies in Marketing Analytics
• BIS 420 Programming for Data Science
• BIS 466 Advanced Business Data Management
• IT 452 Data and Information Visualization

Total required hours for the Master of Science in Marketing Analytics: 36 credit hours

Sample Plan of Study -
First Year Fall Semester (9 credit hours)

• MBA 416 Applied Tools for Business Decision Making - Introduction to quantitative tools used in business decision making. Students are introduced to research design, statistics, data analytics, and data visualization.

• BIS 471 Advanced Business Analytics (online) - This course will enable students to comprehend, explore and manage emerging issues confronting the field of advanced business analytics. Formerly ACC 471.

• MBA 430 Advanced Marketing Management - Marketing principles, behavioral concepts, and quantitative techniques utilized in analyzing marketing problems and decisions. Emphasis on

strategic and quantitative aspects of decision-making processes in marketing. A strategic marketing simulation game and/or rigorous case analyses are typical.

First Year Spring Semester (9 credit hours)

• MKT 445 Advanced Marketing Analytics - Introduces marketing analytic methods and statistical software skills to extract meaningful information from big data sets for business decision-making and strategic marketing management.

• MKT 440 Brand Management & Analytics - Based on the latest analytics techniques, this course offers advanced knowledge and practical skills for making day-to-day and long-term brand-related decisions.

• MKT 411 Marketing and Sales Forecasting (new course) - The course covers the role of forecasting in marketing decision making, and the systematic steps involved in conducting a forecasting project. This course develops familiarity with the main marketing and sales forecasting methods. Both qualitative and quantitative methods are discussed in detail with more focus on the latter.

Summer between 1st and 2nd years (3 - 6 credit hours)

• MKT 498 Summer Internship in Analytics (3 hours) - Practical experience by employment in a position involving management of significant marketing activities in a firm. A maximum of 9 hours of total credits from the course group 393/397/400/493/498 may count toward a master's degree. Within that 9 hours, 498 is further limited to 20% of the total hours required for the degree.

and/or
• MKT 499 Master's Thesis (3 credit hours) - A student electing the thesis option must take from four to six hours of 499. While registration beyond six hours may be permitted for the convenience of the student, he or she may not count more than a total of six hours of 499 among the hours required for the master's degree. Multiple enrollments allowed up to a maximum of 6 credit hours.

Second Year Fall Semester (9 credit hours)
Select three courses from the following electives:

• MKT 414 Advanced Technologies in Marketing Analytics - Advanced Topics in Marketing Analytics covers advanced data analysis techniques to help students acquire analytic skills that can be applied to real-world marketing problems. The course also examines the ethical and technical issues related to marketing analytics and data governance topics.

• BIS 420 Programming for Data Science - Programming languages and techniques used by data scientists to analyze big data sets of structured and unstructured data. Formerly ACC 420.

• BIS 466 Advanced Business Data Management - Introduction to the foundations of database technology. Basic knowledge in data structures, normalization of data, and data modeling. Not for credit if had ACC 366. Formerly ACC 466.

• IT 452 Data and Information Visualization - Data and information visual representation methods, interactive data visualization, visualization design and evaluation, visual perception and cognition, interactive web-based visualization.

Second Year Spring Semester (3 - 6 credit hours)

• MKT 499 Master's Thesis (3 - 6 credit hours) – see description in summer

• MKT 498 Internship in Analytics (3 hours if not completed in previous semester) – see description in summer