

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



MBA MARKETING ANALYTICS

The MBA in Marketing Analytics is designed to provide an appropriate base of knowledge for entry into the business intelligence or business analytics fields. The program is intended for those students who desire a strong, specialist degree in business analytics that incorporates a solid understanding of both the application and use of business analytics and technology that underlies and facilitates those applications. A MBA with a focus in Marketing Analytics supports growth and development from two perspectives. If you have an established career path, the Marketing Analytics focus provides you the opportunity to gain the broader, more general perspective necessary for promotion to leading managerial positions. If you are preparing for the business world, the combination of an undergraduate degree with an MBA focus in Marketing Analytics provides an excellent foundation for additional career opportunities.

CAREER POSSIBILITIES

Account Manager | Advertising Executive | Assistant or Senior Product Manager | Associate Brand Manager | Brand Manager | Buyer | Customer Affairs Manager | Director of Business Development | Merchandising Analyst | Market Researcher | Marketing Consultant

DEGREE REQUIREMENTS

CORE COURSES (24 HOURS)

ACCT 5130 (3 hrs.) Accounting for Management
DSCI 5180 (3 hrs.) Analytics Foundations for Business
FINA 5170 (3 hrs.) Financial Management
MKTG 5150 (3 hrs.) Marketing Management
MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
BCIS 5150 (3 hrs.) Leveraging IT for Business
MGMT 5710 (3hrs.) Seminar in Ethics and Social Responsibility
MGMT 5190 (3 hrs.) Administrative Strategy (last semester)

REQUIRED COURSES (12 HOURS)

MKTG 5200 (3 hrs.) Consumer Behavior
MKTG 5240 (3 hrs.) Marketing Metrics for Managers
MKTG 5250 (3 hrs.) Advanced Marketing Research and Analytics
MKTG 5620 (3 hrs.) Marketing in a Digital Age
ADTA 5120 (3 hrs.) Introduction to Data Science
ADTA 5240 (3 hrs.) Harvesting, Storing, and Retrieving Data

REQUIRED BACKGROUND MODULE

Accounting Foundations

If a student is deficient in this background requirement, this module can be completed through an online self-paced platform. The G. Brint Ryan College of Business Graduate Programs Office works with students to determine if this background module will be necessary or strongly recommended.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAMS OFFICE AT RCoBMasters@unt.edu OR CALL 940-369-8977

COURSE #	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER
CORE COURSES (24 HOURS)				
ACCT 5130	ACCOUNTING FOR MANAGEMENT <i>(Prerequisite: Accounting Foundations)</i>	✓	✓	✓
DSCI 5180	ANALYTICS FOUNDATIONS FOR BUSINESS	✓	✓	✓
FINA 5170	FINANCIAL MANAGEMENT <i>(Prerequisites: Accounting Foundations & DSCI 5180)</i>	✓	✓	✓
MKTG 5150	MARKETING MANAGEMENT	✓	✓	✓
MGMT 5140	ORGANIZATIONAL BEHAVIOR AND ANALYSIS	✓	✓	✓
BCIS 5150	LEVERAGING IT FOR BUSINESS	✓	✓	✓
MGMT 5710	SEMINAR IN ETHICS AND SOCIAL RESPONSIBILITY	✓	✓	✓
MGMT 5190	ADMINISTRATIVE STRATEGY <i>Course is taken in your last semester.</i>	✓	✓	✓
REQUIRED COURSES (12 HOURS SELECTED FROM)				
MKTG 5200	CONSUMER BEHAVIOR	✓	✓	
MKTG 5240	MARKETING METRICS FOR MANAGERS <i>(Prerequisite: MKTG 5150)</i>	✓	✓	
MKTG 5250	ADVANCED MARKETING RESEARCH AND ANALYTICS <i>(Prerequisites: MKTG 5150, DSCI 5180 Concurrently)</i>		✓	
MKTG 5620	MARKETING IN A DIGITAL AGE	✓	✓	
ADTA 5120	INTRODUCTION TO DATA SCIENCE		✓	
ADTA 5240	HARVESTING, STORING, AND RETEIEVING DATA	✓	✓	✓