UNIVERSITY OF NORTH TEXAS
G. BRINT RYAN COLLEGE OF BUSINESS
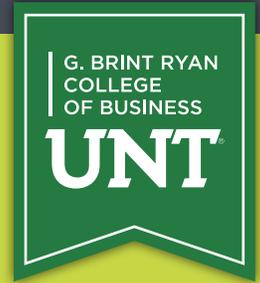
MBA Marketing Analytics (2021-2022)

G. BRINT RYAN COLLEGE OF BUSINESS
UNT®

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.

COURSE REQUIREMENTS

CORE COURSES (24 HOURS)

ACCT 5130 (3 hrs.) Accounting for Management

DSCI 5180 (3 hrs.) Intro to the Business Decision Process

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 (3 hrs.) Seminar in Ethics and Social Responsibility

BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

REQUIRED COURSES (12 HOURS)

MKTG 5200 (3 hrs.) Consumer Behavior

MKTG 5250(3 hrs.) Advanced Marketing Research and Analytics

ADTA 5120 (3 hrs.) Introduction to Data Science

ADTA 5240 (3 hrs.) Harvesting, Storing and Retrieving Data

REQUIRED BACKGROUND CONTENT INCLUDES:

» Econ and Finance Foundations
» Accounting Foundations
» Business Law
» Quantitative Foundations

Deficiencies can be completed through Ivy Software and Responsive.net. The G. Brint Ryan College of Business Graduate Programs Office works with students to determine if background courses will be necessary or strongly recommended.

While not required, students without academic backgrounds in business computer information systems, statistics, finance or marketing are encouraged to complete courses delivered through our online partners.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S OFFICE AT *MBACOB@UNT.EDU* OR CALL **940-369-8977**

MBA MARKETING ANALYTICS

COURSE NUMBER		COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERERINGS		
			FALL	**SPRING**	**SUMMER**

CORE COURSES (24 HOURS)

COURSE NUMBER		COURSE NAME	FALL	SPRING	SUMMER
ACCT	5130	Accounting for Management (Prerequisites: Acct Foundations, Econ, Quantitative Foundations)	✓ONLINE ✓FRISCO	✓ONLINE ✓DENTON	✓ONLINE
DSCI	5180	Intro to the Business Decision Process	✓ONLINE ✓DENTON	✓ONLINE ✓FRISCO	✓ONLINE
FINA	5170	Financial Management (Prerequisites: Accounting Foundations & DSCI 5180)	✓ONLINE ✓DENTON ✓FRISCO	✓DENTON ✓FRISCO	✓ONLINE
MKTG	5150	Marketing Management (Prerequisites: ACCT 5130)	✓ONLINE ✓FRISCO	✓ONLINE	✓ONLINE
MGMT	5140	Organizational Behavior and Analysis	✓ONLINE ✓FRISCO	✓ONLINE ✓FRISCO	✓ONLINE
BCIS	5150	Leveraging IT for Business	✓DENTON	✓ONLINE	✓ONLINE
MGMT	5710	Seminar in Ethics and Social Responsibility	✓ONLINE	✓ONLINE	✓ONLINE
BUSI	5190	Administrative Strategy Taken in last term. Request enrollment: cob.unt.edu/masters/request-busi-5190-enrollment	✓ONLINE	✓ONLINE	✓ONLINE

REQUIRED COURSES (12 HOURS)

COURSE NUMBER		COURSE NAME	FALL	SPRING	SUMMER
MKTG	5200	Consumer Behavior	✓ONLINE		
MKTG	5250	Advanced Marketing Research & Analytics	✓ONLINE		
ADTA	5120	Introduction to Data Science	✓ONLINE	✓ONLINE	✓ONLINE
ADTA	5240	Harvesting, Storing and Retrieving Data	✓ONLINE ✓FRISCO	✓ONLINE ✓FRISCO	