MARKETING ANALYTICS

The Master of Science-Marketing Analytics at the University of Michigan-Dearborn equips you with skills necessary to apply quantitative analysis to strategic market planning. The program exposes students to key marketing models used in new product development, pricing and targeting customers. It also allows for numerous electives to tailor the degree to a wide variety of positions.

The degree is open to students from all undergraduate majors and all levels of work experience.

The program may be completed online or in a hybrid campus format. You may enroll on a full- or part-time basis during the fall and winter semesters, depending on your choice of electives, and some courses are often available during the summer. The program often can be completed within 10-12 months of full-time study.

Admission is rolling, and you may begin the program in September or January. May admission is also usually possible for part-time students.

Accelerated Marketing Analytics 4+1 Option

The Master of Science in Marketing Analytics program is designed for any UM-Dearborn undergraduate student in any major with the interest and demonstrated ability to pursue the MS in these areas. This accelerated program is designed to allow students to complete their undergraduate degree and fulfill the requirements of their MS-Marketing Analytics degree by taking a combination of undergraduate and graduate courses. Please see the college website for admission requirements and program details.

Eligibility

You are eligible to apply if you are:

- Currently enrolled in an undergraduate program at the University of Michigan-Dearborn
- Have a 3.25 cumulative GPA or better
- Have completed MKT 352 and either MKT 363, 436, or 455
- Have earned at least 60 credits at the undergraduate level

Double Counting Credits

The 4+1 Masters program allows current UM-Dearborn undergraduate students to complete both their undergraduate degree and MS in Marketing or MS in Marketing Analytics degrees in an accelerated format. 4+1 students can double-count up to 15 credits of 500-level or above courses.

Courses eligible to be double counted include MKT 534, MKT 563, MKT 564, MKT 582, MKT 602, MKT 621, MKT 622. Students must complete the graduate level courses with a grade of B or better to maintain eligibility in the 4+1 program.

The double counted courses appear on the undergraduate and graduate transcripts. Only graduate level courses can be double counted towards both the undergraduate and graduate degrees.

MS-Marketing Analytics Program Goals and Objectives

Goal 1: MS-Marketing Analytics students will demonstrate understanding of core marketing concepts.

Objective: MS-Marketing Analytics students will demonstrate a knowledge of marketing concepts, terminology, models, and perspectives.

Goal 2: MS-Marketing Analytics students will identify business problems and apply appropriate marketing solutions.

Objective: MS-Marketing Analytics students will be able to implement marketing models to support managerial decision-making regarding new product development, resource allocation, etc.

MS in Marketing Analytics Curriculum

The Master of Science in Marketing Analytics is a 30 credit hour degree program. A minimum cumulative GPA of *B* (3.0 on a 4.0 scale) must be maintained to continue enrollment in the program. The program requires successful completion of the following courses:

Code	Title	Credit Hours
Core Courses		
MKT 515	Marketing Management [2]	3
MKT 563	Digital Marketing [1,3]	3
MKT 564	Graduate Marketing Research [1,3]	3
MKT 627	Marketing Analytics and AI	3
BA 510	Introduction to Business Analytics	3
BA 520	AI Fundamentals for Business	3
Electives		
Any 4 courses / 12 credits of graduate level College of Business courses [3]		12
Total Credit Hours		**30**

[1] Simultaneous credit toward undergraduate degree and MS-Marketing Analytics students admitted to the Marketing 4+1 option.

[2] Students that completed MKT 352, or an equivalent course at the undergraduate level, are exempt from MKT 515.

[3] MS in Marketing 4+1 or MS in Marketing Analytics 4+1 students may not receive credit for MKT 534, MKT 563, MKT 564, MKT 582, MKT 602, MKT 621, MKT 622, in the Master's program if those students have earned a B or better in the equivalent undergraduate courses of MKT 434, MKT 463, MKT 454, MKT 382, MKT 402, MKT 458, MKT 457 respectively. Instead, Marketing 4+1 students must replace these courses with more advanced electives from the MS in Marketing or MS in Marketing Analytics program.

Program Notes:

1. Students must complete program requirements with a minimum 3.0 gpa.
2. In addition, up to 9 transfer credits for previous equivalent graduate coursework, if completed with a grade of "B" or better, may be applied to the degree if those credits have not previously been counted toward a degree.
3. Exemptions and transfer credit are granted at the discretion of the program faculty.

4. Regardless of waivers or exemptions received, students still must complete the program with a minimum of 30 credit hours.

Learning Goals

Goal 1: MS-Marketing Analytics students will demonstrate understanding of core marketing concepts.

Objective: MS-Marketing Analytics students will demonstrate a knowledge of marketing concepts, terminology, models, and perspectives.

Goal 2: MS-Marketing Analytics students will identify business problems and apply appropriate marketing solutions.

Objective: MS-Marketing Analytics students will be able to implement marketing models to support managerial decision-making regarding new product development, resource allocation, etc.