

MARKETING ANALYTICS, MS

Campus: NYC

Code	Title	Credits
Preliminary Skills and Prerequisite Courses (0-6 credits)		
MBA 806	Driving Marketing Performance	3
MBA 810	Business Analytics and Statistics	3
Required Core Courses (21 credits)		
MBA 679	Value Creation and Competitive Advantage in Global Markets	3
MAR 635	Marketing Research	3
MAR 644	Customer Relationship Management	3
IS 665	Introduction to Data Mining and Visualization	3
or MAR 649	Digital Marketing	
or MAR 675	Strategic Marketing Planning	
or MAR 680X	Data Mining Using SAS	
MAR 664	Predictive Analytics	3
MAR 673	Customer Intelligence	3
MAR 692Q	Research Project	3
Specialization Electives (9 credits)		
Select three courses from the following:		
IS 613	Database Management Systems	
MAR 620	Consumer Behavior	
MAR 640	Selling Skills and Managing the 21st Century Sales Team	
MAR 643	Interactive and Direct Marketing	
MAR 645	Advertising and Sales Promotion	
MAR 654	Marketing of Services	
MAR 660	New Product and Service Planning and Development	
MAR 695	Marketing Internship	
Total Credits		30-36