

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 |