## **MARKETING ANALYTICS, MS**

Campus: NYC

Preliminary Skills and Prerequisite CverequisiteMBA 806Driving Marketing Performance3MBA 806Driving Marketing Performance3MBA 810Business Analytics and Statistics3Required Core Courses (21 credit)Teation and Competitive Advantage in Global Markets3MAR 635Marketing Research3MAR 644Customer Relationship Management3or MAR 645Introduction to Data Mining and Visualization3or MAR 647Olgital Marketing3or MAR 647Strategic Marketing Planning3or MAR 648Predictive Analytics3MAR 640Predictive Analytics3MAR 643Research Project3Steader The Predictive Analytics3Steader Strategic Marketing Planning3MAR 643Research Project3MAR 643Research Project3Steader Intelligence3Steader Strategic Marketing Planning3MAR 643Data Management Systems3Steader Marketing3MAR 643Database Management Systems3MAR 643Database Management Systems3MAR 643Interactive and Direct Marketing3MAR 643Advertising and Sales Promotion3MAR 643Marketing of Services3MAR 644Marketing of Services3MAR 645Advertising and Service Planning and Development3MAR 646Marketing of Services3	Code	Title	Credits	
MBA 810Business Analytics and Statistics3Required Core Courses (21 credits)MBA 679Value Creation and Competitive Advantage in Global Markets3MAR 635Marketing Research3MAR 635Marketing Research3S 665Introduction to Data Mining and Visualization3or MAR 649Digital Marketing3or MAR 675Strategic Marketing Planning3or MAR 664Predictive Analytics3MAR 664Predictive Analytics3MAR 673Customer Intelligence3MAR 673Research Project3Select Three courses from the following3Select Three courses from the following3MAR 620Consumer BehaviorMAR 643Interactive and Direct MarketingMAR 644Selling Skills and Managing the 21 st Century Sales TeamMAR 645Advertising and Sales PromotionMAR 645Marketing of ServicesMAR 646Marketing of ServicesMAR 646New Product and Service Planning and DevelopmentMAR 654Marketing of Services	Preliminary Skills and Prerequisite Courses (0-6 credits)			
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MAR 695 Marketing Internship	MAR 654	Marketing of Services		
	MAR 660	New Product and Service Planning and Development		
Total Credits 30-36	MAR 695	Marketing Internship		
	Total Credits		30-36	