

# BUSINESS ADMINISTRATION: MARKETING ANALYTICS, MBA

**Requirements for Students Matriculating in or before Academic Year 2022-2023.** Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

**Total Hours:** 39

Code	Title	Hours
<b>Degree Core</b>		
<i>Required Courses</i>		
MGMT 5113	Individual and Organizational Behavior	3
MGMT 5303	Corporate and Business Strategy	3
MBA 5300	Current Business Topics	1
MBA 5400	Business Practicum	1
MBA 5500	Interdisciplinary Inquiry in Business Administration	1
ACCT 5183	MBA Financial Reporting	3
ECON 5113	Managerial Economics	3
FIN 5013	Business Finance	3
MKTG 5133	Marketing Management	3
MSIS 5303	Prescriptive Analytics	3
MBA 5100	Professional Development (Part 1) <sup>1</sup>	1
MBA 5100	Professional Development (Case Consulting) <sup>1</sup>	1
MBA 5100	Professional Development (Part 2) <sup>1</sup>	1
<b>Hours Subtotal</b>		<b>27</b>
<b>Option Requirements</b>		
MKTG 5733	Introduction to Marketing Analytics	3
MKTG 5743	Advanced Marketing Analytics	3
Select 6 hours from the following:		6
MKTG 5243	Base SAS Programming for Database Marketing	
MKTG 5500	Current Topics in Marketing Analytics	
MSIS 5303	Prescriptive Analytics	
MSIS 5633	Predictive Analytics Technologies	
<b>Hours Subtotal</b>		<b>12</b>
<b>Total Hours</b>		<b>39</b>

1

Not required for online or professional MBA.

## Graduate College Master's Program Requirements

Learn more about Graduate College 2022-2023 Master's Degree Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.