

BUSINESS ANALYTICS AND DATA SCIENCE: MARKETING ANALYTICS, MS

the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.

Requirements for Students Matriculating in or before Academic Year

2020-2021. Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 34 Hours

| Code | Title | Hours |
|---|---|-----------|
| Required Core Courses | | |
| BAN 5400 | Practicum in Business Analytics | 2 |
| BAN 5560 | Business Analytics Research and Communications (Research and Communications I) | 1 |
| BAN 5560 | Business Analytics Research and Communications (Research and Communications II) | 1 |
| BAN 5733 | Descriptive Business Analytics | 3 |
| BAN 5743 | Predictive Business Analytics | 3 |
| BAN 5753 | Advanced Business Analytics | 3 |
| MSIS 5503 | Statistics for Data Science | 3 |
| MSIS 5600 | Special Projects in Business Information Systems | 3 |
| MSIS 5633 | Predictive Analytics Technologies | 3 |
| Hours Subtotal | | 22 |
| Required Option Courses | | |
| BAN 5763 | Advanced Marketing Research Analytics | 3 |
| MKTG 5253 | Advanced SAS Programming for Marketing Analytics | 3 |
| Hours Subtotal | | 6 |
| Electives | | |
| Select 6 hours from the following or other courses as approved by program director. | | 6 |
| ACCT 5183 | MBA Financial Reporting | |
| BAN 5511 | Web Analytics and Digital Marketing | |
| BAN 5521 | GIS Applications in Marketing Analytics | |
| BAN 5530 | Consulting in Marketing Analytics | |
| BAN 5551 | Optimization Applications in Marketing Analytics | |
| BAN 5561 | Customer Lifetime Value Models in Marketing | |
| MKTG 5133 | Marketing Management | |
| Other courses as approved by program director. | | |
| Hours Subtotal | | 6 |
| Total Hours | | 34 |

Graduate College Master's Program Requirements

Learn more about Graduate College 2020-2021 Master's Degree Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check