

BUSINESS ADMINISTRATION: MARKETING ANALYTICS, MBA

Requirements for Students Matriculating in or before Academic Year 2023-2024. Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 39

Code	Title	Hours
Degree Core		
<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) ¹	1
MBA 5100	Professional Development (Case Consulting) ¹	1
MBA 5100	Professional Development (Part 2) ¹	1
Hours Subtotal		27
Option Requirements		
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	
Hours Subtotal		12
Total Hours		39

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Not required for online or professional MBA.

Graduate College Master's Program Requirements

Learn more about Graduate College 2023-2024 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.