BUSINESS ANALYTICS AND DATA SCIENCE: MARKETING ANALYTICS, MS

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: 37

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 5570		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 5193	Programming for Data Science and Analytics I	3
MSIS 5663	Advanced Data Wrangling	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		
Required Option Electives		
Select 6 hours from the following or other courses as approved by the program director.		6
MKTG 5133	Marketing Management	
BAN 5530	Consulting in Marketing Analytics	
BAN 5551	Optimization Applications in Marketing Analytics	
BAN 5561	Customer Lifetime Value Models in Marketing	
BAN 5511	Web Analytics and Digital Marketing	
BAN 5521	GIS Applications in Marketing Analytics	
BAN 5563	Strategic Marketing and Business Analytics	
ACCT 5183	MBA Financial Reporting	
Select 3 hours from the following or other courses as approved by program director.		3
BAN 5541	Using R in Marketing Analytics	
BAN 5563	Strategic Marketing and Business Analytics	
BAN 5900	Advanced Practicum in Business Analytics	
ECON 5113	Managerial Economics	
EEE 5863	CIE Scholar Practicum	
FIN 5013	Business Finance	
MKTG 5243	Base SAS Programming for Database Marketing	
MSIS 5243	Information Technology Forensics	
STAT 5013	Statistics for Experimenters I	
STAT 5053	Time Series Analysis	
STAT 5213	Bayesian Analysis	
Other courses as approved by program director.		
Hours Subtotal		**9**
Total Hours		**37**

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.