

# UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



## *MBA MARKETING ANALYTICS*

The MBA in Marketing Analytics is designed to provide an appropriate base of knowledge for entry into the business intelligence or business analytics fields. The program is intended for students who desire a strong, specialist degree in business analytics that incorporates a solid understanding of both the application and use of business analytics and technology that underlies and facilitates those applications. An MBA with a focus in Business Analytics supports growth and development from two perspectives. If you have an established career path, the Business Analytics focus provides you the opportunity to gain the broader, more general perspective necessary for promotion to leading managerial positions.

### **COURSE REQUIREMENTS**

#### **CORE COURSES (18 HOURS)**

- ACCT 5130 (3 hrs.) Accounting for Management
- DSCI 5180 (3 hrs.) Intro to the Business Decision Process
- FINA 5170 (3 hrs.) Financial Management
- MKTG 5150 (3 hrs.) Marketing Management
- MGMT 5140 (3 hrs.) Organizational Behavior and Analysis
- BUSI 5190 (3 hrs.) Administrative Strategy (last semester)

#### **CONCENTRATION COURSES (15 HOURS)**

- MKTG 5200 (3 hrs.) Consumer Behavior
- MKTG 5250 (3 hrs.) Advanced Marketing Research and Analytics
- MKTG 5260 (3 hrs.) Marketing Metrics for Managers
- ADTA 5120 (3 hrs.) Introduction to Data Analytics
- ADTA 5240 (3 hrs.) Harvesting, Storing, and Retrieving Data

#### **ELECTIVE COURSE (3 HOURS SELECTED FROM)**

- ADTA 5350 (3 hrs.) Large Data Visualization
- ADTA 5340 (3 hrs.) Discovery and Learning Big Data
- DSCI 5330 (3 hrs.) Enterprise Applications of Business Intelligence

### **BACKGROUND COURSES/CONTENT**

Background content includes:

- » Micro and Macro Economics
- » Financial and Managerial Accounting
- » Business Law
- » Marketing
- » Calculus

Deficiencies can be completed through Ivy Software and Responsive.net. The Ryan College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary.

### **READY TO APPLY? NEED TO GET ADVISED?**

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAM'S OFFICE  
AT [MBACOB@UNT.EDU](mailto:MBACOB@UNT.EDU) OR CALL 940-369-8977

# MBA MARKETING ANALYTICS

COURSE NUMBER	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER

## MBA CORE COURSES (18 HOURS)

ACCT	5130	<b>ACCOUNTING FOR MANAGEMENT</b> <i>(Prerequisites: Financial &amp; Managerial Acct, Economics, Calculus)</i>	16W (FRISCO) 8W2 (ONLINE)	16W (DENTON) 8W1 (ONLINE)	
DSCI	5180	<b>INTRODUCTION TO THE BUSINESS DECISION PROCESS</b>	8W1 (ONLINE) 16W (DENTON)	16W (FRISCO) 8W1 (ONLINE)	5W1 (ONLINE)
FINA	5170	<b>FINANCIAL MANAGEMENT</b> <i>(Prerequisites: Financial &amp; Managerial Acct)</i>	16W (DENTON) 16W (ONLINE) 8W1 (ONLINE)	16W (DENTON) 16W (FRISCO)	5W2 (DENTON) 5W1 (ONLINE)
MGMT	5140	<b>ORGANIZATIONAL BEHAVIOR AND ANALYSIS</b>	16W (FRISCO) 8W1 (ONLINE) 8W2 (ONLINE)	16W (FRISCO) 8W1 (ONLINE) 8W2 (DENTON) 3W (WINTER)	3W1 (ONLINE) 5W1 (ONLINE)
MKTG	5150	<b>MARKETING MANAGEMENT</b> <i>(Prerequisites: Financial &amp; Managerial Acct, Marketing)</i>	16W (DENTON) 16W (FRISCO) 8W1 (ONLINE)	8W1 (ONLINE) 8W2 (ONLINE)	10W (ONLINE)
BUSI	5190	<b>ADMINISTRATIVE STRATEGY</b> <i>This course is taken in your last term. Request enrollment: <a href="https://cob.unt.edu/masters/request-busi-5190-enrollment">https://cob.unt.edu/masters/request-busi-5190-enrollment</a></i>	8W1 (ONLINE)	8W1 (ONLINE) 3W (WINTER)	5W2 (ONLINE)

## CONCENTRATION COURSES (15 HOURS)

MKTG	5200	<b>CUSTOMER BEHAVIOR</b>	8W1 (ONLINE)	8W1 (ONLINE)	
MKTG	5250	<b>ADVANCED MARKETING RESEARCH AND ANALYTICS</b> <i>(Prerequisites: MKTG 5150; DSCI 5180 (may be taken concurrently))</i>	8W2 (ONLINE)	8W2 (ONLINE)	
MKTG	5260	<b>MARKETING METRICS FOR MANAGERS</b> <i>(Prerequisite: MKTG 5150)</i>	8W1 (ONLINE)	8W2 (ONLINE)	
ADTA	5120	<b>INTRODUCTION TO DATA ANALYTICS</b>	8W2 (ONLINE) 16W (FRISCO)	8W1 (ONLINE) 8W2 (ONLINE) 16W (FRISCO)	8W1 (ONLINE)
ADTA	5240	<b>HARVESTING, STORING, AND RETRIEVING DATA</b>	8W1 (ONLINE) 16W (FRISCO)	8W1 (ONLINE) 16W (FRISCO)	

## ELECTIVE COURSE (3 HOURS SELECT FROM)

ADTA	5250	<b>LARGE DATA VISUALIZATION</b> <i>(Prerequisites: ADTA 5120 or consent of instructor)</i>	8W1 (ONLINE) 16W (FRISCO)	8W1 (ONLINE)	8W2 (ONLINE)
ADTA	5340	<b>DISCOVERY AND LEARNING BIG DATA</b>	8W2 (ONLINE) 16W (FRISCO)	8W2 (ONLINE) 16W (FRISCO)	
DSCI	5330	<b>ENTERPRISE APPLICATIONS OF BUSINESS INTELLIGENCE</b>	16W (DENTON) 16W (FRISCO)	16W (ONLINE)	