

UNT College of Business

MBA in Marketing Analytics



The University of North Texas' Department of Marketing and Logistics offers programs that are attuned to the needs of businesses in the Dallas-Fort Worth region and across the nation. The MBA in marketing analytics is targeted to meet the needs of individuals who want the general business core knowledge with an emphasis on using data to assist their firms create superior value for all stakeholders. This is especially pertinent in an environment increasingly characterized by firms that are inundated and sometimes overwhelmed with data. Businesses are looking for people who can make sense of this deluge of data, convert it into knowledge, and creates value for all stakeholders.

The MBA in Marketing Analytics provides knowledge and skills for working within marketing analytics in particular and business analytics in general. It incorporates the application and use of analytics tools and techniques as well as in-depth understanding of essential marketing metrics to enhance decision making in marketing and business. In addition to the fundamental principles that constitute the core of the MBA, the concentration in marketing analytics incorporates methods for data mining and statistical analysis to improve the students' skills in how to obtain, extract, and analyze the data to improve marketing decisions. It also seeks to enhance the students' ability to construct, interpret and use essential metrics that quantify marketing performance. The students completing the MBA-Marketing Analytics concentration would be able to effectively contribute to enhancing the effectiveness of the marketing strategies and optimize return on marketing investment (ROMI) of their organizations through better understanding of consumers, consumer needs.

For the student, career opportunities post- the MBA in Marketing Analytics program are abundant. In addition to supporting career advancement within an existing firm, the MBA with a focus in Marketing Analytics supports growth and development from two perspectives. One, it provides the student the opportunity to gain the broader, more general perspective necessary for promotion to upper level managerial positions. Second, the MBA focus in Marketing Analytics vastly broadens the pool of future career opportunities.

CAREER POSSIBILITIES

Marketing Analytics | Market Research | Research Analyst | Brand Management | New Product Management | Account Management | Advertising Industry | Customer Relationship Management (CRM) | Sales, Pricing, Retailing, Merchandising, Distribution and Logistics | and Marketing Consulting

PROFESSIONAL ORGANIZATIONS

Marketing MBA students who meet the academic qualifications are eligible for membership in *Mu Kappa Tau*, the National Honor Society for Marketing. The department also sponsors two student organizations that are available for graduate students, the American Marketing Association and the Logistics Students Association.

COURSE REQUIREMENTS

BACKGROUND COURSES (18 HOURS)

*NOTE: Background courses may be required if your undergraduate degree did not prepare you for current master level courses. Background courses are assessed on an as needed basis after evaluation of undergraduate transcripts.

ACCT 5020 (3 hrs.) Accumulation and Analysis of Acct.
BCIS 5090 (1.5 hrs.) Intro. to Busi. Computer Info. Systems
BLAW 5050 (1.5 hrs.) Legal, Reg. and Ethical Env. of Business
DSCI 5010 (1.5 hrs.) Statistical Analysis
ECON 5000 (3 hrs.) Economic Concepts
FINA 5040 (1.5 hrs.) Intro. to Finance and Financial Math
MATH 1190 (3 hrs.) Business Calculus (or other calc. course)
MGMT 5070 (1.5 hrs.) Management Issues
MKTG 5000 (1.5 hrs.) Marketing Concepts

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)

REQUIRED COURSES (9 HOURS)

MKTG 5250 (3 hrs) Advanced Marketing Research and Analytics
MKTG 5260 (3 hrs) Marketing Metrics for Managers
MKTG 5200 (3 hrs) Customer Behavior

SUPPORTING COURSES (6 HOURS)

Select two of the following courses:
DSCI 5240 (3 hrs) Data Mining
DSCI 5330 (3 hrs) Enterprise Applications of Business Intelligence
DSCI 5360 (3 hrs) Data Visualization for Analytics
DSCI 5340 (3 hrs) Predictive Analytics & Business Forecasting

ELECTIVE COURSE (3 HOURS)

Select one of the following courses:
LSCM 5300 (3 hrs) Strategic Supply Chain Management
MGMT 5280 (3 hrs) Analysis and Design of Operations Systems
BCIS 5420 (3 hrs) Foundations of Database Management
ECON 5630 (3 hrs) Research Methods
BEHV 5150 (3 hrs) Techniques in Applied Behavior Analysis
BIOL 5130 (3 hrs) Biostatistics I
CHMT 5100 (3 hrs) Introduction to Research in Merchandising and Hospitality

COLLEGE OF
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MBA in Marketing Analytics

Proposed Schedule of Course Offerings*

Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
BACKGROUND COURSES					
ACCT	5020	Accumulation and Analysis of Accounting Data	XXX**	XXX**	XXX**
BCIS	5090	Introduction to Business Computer Information Systems	XXX**	XXX**	
BLAW	5050	Legal, Regulatory, and Ethical environment of Business	XXX**	XXX	XXX**
DSCI	5010	Statistical Analysis	XXX**	XXX**	
ECON	5000	Economic Concepts	XXX**	XXX**	XXX**
FINA	5040	Introduction to Finance and Financial Mathematics	XXX**	XXX**	
MATH	1190	Business Calculus	XXX**	XXX**	XXX
MKTG	5000	Marketing Concepts	XXX**	XXX**	XXX**
MGMT	5070	Management Issues	XXX**		
MBA CORE COURSES (18 hours)					
ACCT	5130	Accounting for Management	XXX	XXX**	XXX
DSCI	5180	Introduction to the Business Decision Process	XXX**	XXX**	XXX**
FINA	5170	Financial Management	XXX**	XXX	XXX**
MGMT	5140	Organizational Behavior and Analysis	XXX**	XXX**	XXX**
MKTG	5150	Marketing Management	XXX	XXX**	XXX**
BUSI	5190	Administrative Strategy (This course is taken in your last term)	XXX**	XXX**	XXX**
CONCENTRATION COURSES (15 hours)					
Required Courses (9 hours):					
MKTG	5250	Advanced Marketing Research and Analytics	XXX**	XXX	
MKTG	5260	Marketing Metrics for Managers		XXX**	
MKTG	5200	Customer Behavior	XXX**	XXX	
Supporting Courses (6 hours - select two courses from the following list):					
DSCI	5240	Data Mining	XXX		
DSCI	5330	Enterprise Applications of Business Intelligence	XXX		
DSCI	5360	Data Visualization for Analytics	XXX		
DSCI	5340	Predictive Analytics & Business Forecasting		XXX	
ELECTIVE COURSE (3 hours)					
Elective	Choose one course from the elective list on the previous page				

*All attempts will be made to offer courses as per the schedule presented above. However, resources constraints and other contingencies may require minor adjustments in course offerings. This is provided to serve as a guide and is subject to change. Please use our Searchable Database (available at <http://www.cob.unt.edu/programs/courses>) for information and other offerings of these courses.

**Online classes available.