UNT 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 those 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.

Career opportunities after you complete the MBA program through the Business Studies (FLEX) program are abundant. A MBA with a focus in Business Analytics supports growth and development from two perspectives. One, 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. Or, if you are preparing for the business world, the combination of an undergraduate degree with a MBA focus in Business Analytics provides an excellent foundation for additional career opportunities.

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 (9 HOURS)

MKTG 5250 (3 hrs.) Information for Strategic Marketing Decisions

MKTG 5260 (3 hrs.) Marketing Metrics for Managers

LSCM 5300 (3 hrs.) Supply Chain Management

DECISION SCIENCE COURSES (6 HOURS SELECTED FROM)

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 SELECTED FROM)

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
   (*not available Academic Year 2017-2018*)

CMHT 5100 (3 hrs.) Introduction to Research in Merchandising and Hospitality

QUESTIONS OR READY TO APPLY?

Contact a staff member in the College of Business Graduate Program's Office. MBACOB@unt.edu / 940-369-8977

BACKGROUND COURSES/CONTENT

The College of Business Graduate Programs Office works with students to determine if background deficiency courses will be necessary. Background content might include Financial and Managerial Accounting, Business Information Systems, Statistics, Business Law, Finance, Marketing, Micro and Macro Economics, Operations Management and Calculus. Deficiencies can be completed via traditional academic coursework or through Ivy Software and Responsive.net. Ivy Software and Responsive.net deliver self-paced online learning modules that provide the needed background content without the need to formally enrolling in courses at UNT. For more information go to *cob.unt.edu/background.*

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UNT College of Business
MBA Marketing Analytics

Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	**Spring**	**Summer**
MBA CORE COURSES (18 hours)					
ACCT	5130	Accounting for Management	16W (Frisco) 8W2 (Online)	16W (UNT) 8W1 (Online)	
DSCI	5180	Introduction to the Business Decision Process	8W1 (Online) 16W (UNT)	16W (Frisco) 8W1 (Online)	5W1 (Online)
FINA	5170	Financial Management	16W (UNT) 8W1 (Online)	16W (UNT) 16W (Frisco)	5W2 (UNT) 5W1 (Online)
MGMT	5140	Organizational Behavior and Analysis	16W (Frisco) 8W1 (Online) 8W2 (Online)	16W (UNT) 16W (Frisco) 8W1 (Online)	3W1 (Online) 5W1 (Online)
MKTG	5150	Marketing Management	16W (UNT) 16W (Frisco)	16W (UNT) 8W1 (Online)	10WK (Online)
BUSI	5190	Administrative Strategy (This course is taken in your last term) Request enrollment https://cob.unt.edu/masters/request-busi-5190-enrollment	8W1 (Online)	16W (UNT) 8W1 (Online)	5W2 (Online)
CONCENTRATION COURSES (9 hours)					
MKTG	5250	Information for Strategic Marketing Decisions	16W (Online)		
MKTG	5260	Marketing Metrics for Managers		16W (Frisco)	
LSCM	5300	Supply Chain Management	16W (Online)	16W (Online)	
DECISION SCIENCE COURSES (6 hours selected from)					
DSCI	5240	Data Mining	16W (UNT) 16W (Frisco)		
DSCI	5330	Enterprise Applications of Business Intelligence	16W (UNT)		
DSCI	5360	Data Visualization for Analytics	16W (UNT)	16W (Frisco)	
DSCI	5340	Predictive Analytics and Business Forecasting		16W (UNT)	
ELECTIVE COURSE (3 hours select from)					
BCIS	5420	Foundations of Database Management		16W (UNT)	
ECON	5630*	Research Methods		16W (UNT)	
BEHV	5150	Techniques in applied Behavior Analysis	16W (Online)	16W (UNT)	
BIOL	5130*	Biostatics I (not available Academic Year 2017-2018)			
CMHT	5100	Introduction to Research in Merchandising and Hospitality	16W (UNT)	16W (UNT)	

*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 UNT's Searchable Database (available at http://registrar.unt.edu/registration) for information and other offerings of these courses.