

# 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.

A MBA with a focus in Marketing Analytics supports growth and development from two perspectives. If you have an established career path, the Marketing Analytics focus provides you the opportunity to gain the broader, more general perspective necessary for promotion to leading managerial positions. If you are preparing for the business world, the combination of an undergraduate degree with an 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](mailto: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 enroll in courses at UNT. For more information go to [cob.unt.edu/background](http://cob.unt.edu/background).

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Course Number		Course Name	Proposed Schedule of Course Offerings		
			Fall	Spring	Summer
<b>MBA CORE COURSES (18 hours)</b>					
ACCT	5130	Accounting for Management (Prerequisites: ACCT 5020, ECON 5000, DSCI 5010, MATH 1190 (or calculus))	16W (Frisco) 8W2 (Online)	16W (UNT) 8W1 (Online)	
DSCI	5180	Introduction to the Business Decision Process (Prerequisites: DSCI 5010 or equivalent)	8W1 (Online) 16W (UNT)	16W (Frisco) 8W1 (Online)	5W1 (Online)
FINA	5170	Financial Management (Prerequisites: ACCT 5020, FINA 5040, ECON 5000, MATH 1190 (or calculus), BCIS	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 (Prerequisites: MKTG 3650 OR MKTG 500, ACCT 5020; or consent of department)	16W (UNT) 16W (Frisco)	16W (UNT) 8W1 (Online)	10WK (Online)
BUSI	5190	Administrative Strategy (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>	8W1 (Online)	16W (UNT) 8W1 (Online)	5W2 (Online)
<b>CONCENTRATION COURSES (9 hours)</b>					
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)	
<b>DECISION SCIENCE COURSES (6 hours selected from)</b>					
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)	
<b>ELECTIVE COURSE (3 hours select from)</b>					
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) 16W (Online)	
BIOL	5130*	Biostatistics I ( <i>not available Academic Year 2017-2018</i> )			
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.