

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

CONCENTRATION COURSES (15 HOURS)

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

ELECTIVE COURSE (3 HOURS SELECT FROM)

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