

Master of Science in Marketing Analytics

Developed in consultation with marketing, database and marketing research firms, the Master of Science in Marketing Analytics (MSMA) program at Bentley University meets the changing needs of today's global and information-driven marketing environment. Students develop the critical expertise in qualitative and quantitative analysis that is in high demand among leading companies across a range of industries.

Applicants with an undergraduate business degree or MBA from an appropriately accredited institution receive a waiver for all foundation courses. Students who do not have an undergraduate business degree, but took these courses, may be eligible to waive the foundation requirements.

Curriculum

Course	Title	Credits
Foundation Requirements (up to 9 credits)		
Students with the appropriate background may be waived from these courses.		
GR 521	Managerial Statistics	
GR 523	Marketing Management	
Program Requirements (30 credits)		
Marketing Analytics Core (21 credits)		
CS 605	Data Management and SQL for Analytics	3
IPM 652	Managing with Analytics	3
MK 612	Strategic Marketing	3
MK 711	Marketing Research and Analysis	3
MK 726	Customer Data Analysis and Relationship Marketing	3
ST 625	Quantitative Analysis for Business	3
ST 635	Intermediate Statistical Modeling for Business	3
Electives (9 credits)		
Select two of the following Marketing courses. The remaining course can be in marketing or any other discipline, at the 600 level or higher.		9
MK 701	Internship in Marketing Practice	
MK 712	Consumer and Buyer Behavior	
MK 713	Marketing Promotion and Communication	
MK 715	New Products: Planning, Developing and Marketing	
MK 716	International Marketing	
MK 718	Marketing of Services	
MK 725	E-Marketing	
MK 735	Marketing for Corporate Immersion	
MK 755	Special Topics in Marketing	
MK 758	Enhancing Creativity	

All course work must be completed within five years.