Marketing M.S.

Mission

The Master of Science in Marketing program at Saint Joseph's University provides students with the tools, theory, and practical knowledge necessary for career advancement. The core curriculum is designed to develop essential marketing competencies in consumer behavior, analytics, research and strategy, and our elective coursework allows you to customize your degree.

Knowledge of Functional Area: Students will know core concepts within each business discipline of accounting, finance, management, marketing, and information technology.

Strategic Thinking: Students will inform, apply, and assess strategic approaches to complex industry-related problems and provide as well as evaluate alternative strategies.

Global/Diversity: Students will understand the challenges businesses face in a global economy, and the cultural issues firms must address to succeed in this environment.

Critical Thinking and Problem Solving: Students will be able to analyze business scenarios in an integrative way and make constructive recommendations for problem solving.

Communication Skills: Students will demonstrate competency in written and verbal communication aimed at facilitating, and reporting the results of, collaborative problem solving and decision making processes.

Ignatian Values/Jesuit Traditions: Students will be able to generate scholarship that embodies free, open inquiry, and provokes imaginative thinking and reflection on values.

All course prerequisites must be satisfied prior to enrolling in a given course; prerequisites are indicated in the section on Course Descriptions. Two Tracks are available: General Marketing and Data Analytics.

The Master of Science in Marketing program provides students with the tools, theory, and practical knowledge necessary for career advancement. The core curriculum is designed to develop essential marketing competencies, while a focus on analytics provides the skills need to optimize marketing campaigns and strategy.

Statistics Proficiency

All students in the Marketing, M.S. program who would like to take any DSS courses must demonstrate proficiency in statistics prior to the start of DSS 610 through an online learning module (ALEKS). Students with strong statistical background may test out. Students must complete 100% of the module before the start of DSS 610.

General Marketing Track

Required Courses:		
MKT 550	Marketing Management	3
MKT 605	Research in Marketing	3
MKT 606	Consumer Behavior	3
MKT 609	Marketing Analytics	3
MKT 790	Marketing Capstone	3
Select 5 Electives:		**15**
MKT 602	Promotional Strategy	
MKT 608	Marketing and Social Media	
MKT 610	Digital Mkt & Web Analytics	
MKT 621	Qualitative Marketing Research	
MKT 622	Advertising & Consumer Insight	
MKT 623	Predictive Analytics for Mkt	
MKT 770	Marketing Special Topics	
DSS 610	Business Analytics	
DSS 670	Data Visual & Perf Analyt	
DSS 730	Digital Analytics	
Total Hours		**30**

Data Analytics Track

Required Courses:		

MKT 550	Marketing Management	3
MKT 605	Research in Marketing	3
MKT 606	Consumer Behavior	3
DSS 610	Business Analytics	3
DSS 660	Introduction to Data Mining (DSS 610 - pre-req)	3
DSS 670	Data Visual & Perf Analyt	3
Select 2 Marketing Electives:		**6**
MKT 602	Promotional Strategy	
MKT 608	Marketing and Social Media	
MKT 609	Marketing Analytics	
MKT 610	Digital Mkt & Web Analytics	
MKT 621	Qualitative Marketing Research	
MKT 622	Advertising & Consumer Insight	
MKT 623	Predictive Analytics for Mkt	
MKT 770	Marketing Special Topics	
Select 2 DSS Electives:		**6**
DSS 615	Python Programming	
DSS 650	Process Simulation & Analysis (DSS 610 - pre-req)	
DSS 665	R Statistical Language (DSS 660 - pre-req)	
DSS 680	Predictive Analytics (DSS 660 - pre-req)	
DSS 740	Analytics w/ Machine Learning (DSS 615 & DSS 660 - pre-reqs)	
Total Hours		**30**