



# Master of Science in Marketing Research and Analytics

Ranked the No. 17 best online, non-MBA program in the nation in 2021 and named the No. 1 most affordable online master's in marketing in 2020, the Rawls College Master's in Marketing Research and Analytics (MSMRA) program prepares graduates for success in an ever-expanding industry. With our fully-online, 30-hour program, learn how to design marketing research studies and analyze data using cutting edge analytical tools in a digital economy.

M.S. in Marketing Research & Analytics ...



Upon graduation, you will have the skills and knowledge needed to be an effective marketing professional in today's fast-paced, information-driven environment.

Application Requirements

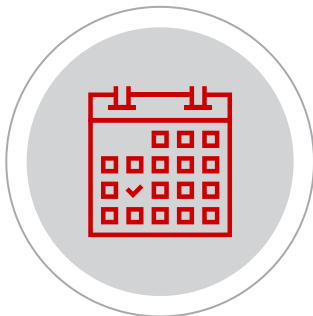
Request Information

## PROGRAM HIGHLIGHTS



### Flexible Format

Our comprehensive, 100% online format accommodates your busy schedule.



<p><b>Flexible Entry</b></p> <p>Options to begin coursework during any semester (start dates in January, June or August) give you the power to begin when you're ready.</p>	<p><b>Convenient Coursework</b></p> <p>All coursework is completed online during times that best fit your schedule.</p>	<p><b>Self-Paced Learning</b></p> <p>Attend class part-time and apply your class knowledge to real-world application in real-time.</p>
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[\*\*Learn more about the MSMRA program »\*\*](#)

## Career-Defining Curriculum

We prioritize the real-world application of knowledge and skills to best support students who want to accelerate their careers in marketing research with corporations, strategic consulting organizations, advertising agencies or marketing research firms. Through our comprehensive curriculum, you will learn to connect information about products or services, customers, and markets to business performance metrics and acquire the necessary skills to contribute to important decision-making by using data to improve productivity and profitability.

Core classes include foundational building blocks for today's business leaders:

Marketing Concepts and Strategies

Consumer Behavior Research

Statistical Concepts for Business and Management

Advanced Statistics for Marketing

Measurements and Survey Research in Marketing

Experimental Design and Analysis in Marketing

Digital Marketing Analytics

Qualitative Research in Marketing

## PROGRAM FORMAT



The MSMRA program requires 30-credit hours, consisting of specialized marketing research courses. This is a part-time, lockstep program only.

**[View a sample degree plan »](#)**

## **FACULTY**



Known for easy accessibility and their collaborative approach to teaching, Rawls College professors draw upon extensive experience and insights afforded by their innovative research. Respected as thought leaders and industry experts, our faculty are sought after for their insight by companies and media outlets. They network extensively within the business community, giving you an insider's view and the tools you will need to lead your chosen field. Our faculty are focused on helping you advance your career.

**[Meet our faculty »](#)**

## **SUPPORTING YOUR SUCCESS**





## Rawls Career Management Center

Whether you are looking to switch careers or advance on your current path, the Rawls Career Management Center (CMC) is dedicated to supporting your success. The CMC staff helps you explore professions and industries, learn strategic career advancement techniques, and connect you with top employers.



## Techsan Connection

The Techsan Connection is a free, online platform for Texas Tech alumni. Through the platform, alumni can apply to jobs, reconnect with fellow classmates, network with industry professionals and volunteer to mentor current students.

## ADMISSIONS



The admission process is the first step toward earning your degree. We will work closely with you to ensure your application process is personal, simple and successful.

**Application Requirements**

**Application Deadlines**

Applicants must have a bachelor's degree. A complete application consists of the following items, to be received by the noted deadlines:

Unofficial Transcripts

Resume

Letter of Recommendation

Essay

English Proficiency for International Students

There is no better time to begin earning your Master's in Marketing Research & Analytics than now.

Applications are accepted on a rolling basis.

[Apply Now](#)

## STUDENT RESOURCES




**Prospective Students**

Current Students

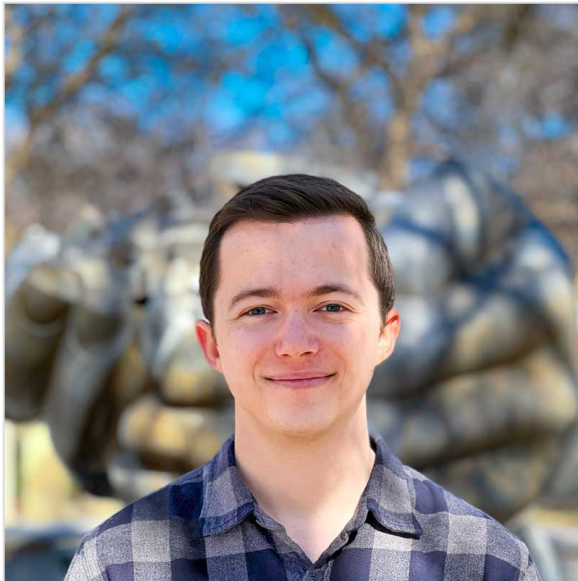
**Contact**

rawlsgrad@ttu.edu



806.742.3184 

## Rawls News



**Jarad Higdon Receives 2024  
TXCPA Accounting Excellence  
Award**

[More News](#)

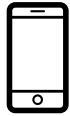
## Events@Rawls

**FEB** **Rawls PhD Open House**  
**23** 10:00 AM - 12:00 PM  
**Where:** RCOBA New Wing 112

**MAR** **Professional MBA Weekend  
Classes**  
**30** Saturday, March 30, 2024 - Sun , March  
31, 2024 (all day)  
**Where:** Rawls College of Business

[More Events](#)





## Rawls College *of* Business



### ADDRESS

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