

Marketing Analytics

Partially Online


Overview



The Master of Science in Marketing Analytics provides you with both broad and deep technical skills in Marketing Analytics as marketing positions continue to evolve into a technical role within an organization.

The Marketing Analytics Master's degree emphasizes the quantitative and analytical side of marketing managerial decision-making and provides breadth of coverage to include advanced data management and other business analytics foundations. The degree thoroughly trains you in use of business analytics to power data-driven, customer-centric decisions. This program is also offered as a 4+1 accelerated program.

Through our curriculum, you will acquire techniques that improve marketing decisions. This program is designed to provide a deep dive into advanced marketing analytics topics (advanced tools and analyses, brand management, digital marketing, sales forecasting) as well as a wide coverage of business analytics space: advanced business data management, programming for data science, latest platforms, data visualization, etc. with some room for customization to fit your individual needs. The curriculum covers a wide range of technologies and tools, including R, Python, Tableau, IBM SPSS Statistics, ForecastX, SQL, Machine Learning and AI using AWS and Google platforms, as well as digital marketing tools such as Google Analytics and SEO and SEM programs.

This program is a STEM designated degree program, which offers additional benefits for students, including potential grant funded opportunities and, for international students, extended OPT study options.

We are currently accepting applications for Fall 2024 term. For detailed information about the curriculum please refer to the [graduate catalog](https://illinoisstate.edu/catalog/graduate/marketing/) (<https://illinoisstate.edu/catalog/graduate/marketing/>), and  [a sample plan of study](https://business.illinoisstate.edu/downloads/marketing-analytics-masters-example-plan.pdf). (<https://business.illinoisstate.edu/downloads/marketing-analytics-masters-example-plan.pdf>).

 Graduate Student Admissions	(/admissions/graduate/)
Course Requirements (Catalog)	(https://illinoisstate.edu/catalog/graduate/marketing/)
 Meet Our Faculty	(https://business.illinoisstate.edu/faculty-staff/marketing/)
 Our Community	(/community/)



The Marketing Analytics program is the second of its kind in Illinois and one of only 16 in the nation.

Graduate Advisor

[Dr. Chiharu Ishida-Lambert](mailto:cishida@ilstu.edu)
(<mailto:cishida@ilstu.edu>).
([309](tel:3094383261)) 438-3261 (<tel:3094383261>).
State Farm Hall of Business 323

Schedule a Visit

Discover what life as an Illinois State graduate student is like.

Register for a Graduate Student Visit
(<https://connect.illinoisstate.edu/portal/graduate>)

How to Apply

University Admission Requirements

A student applying to this program must:

- have earned a four-year bachelor's degree or its equivalent from a college or university that is accredited by the appropriate regional accrediting association, or do so within one academic year
- present unofficial transcripts from each college or university other than Illinois State at which graduate, undergraduate, or non-degree credit was earned. The unofficial transcript should be easily readable and clearly indicate degree(s) awarded, courses and course grades for each term. If accepted, official transcripts can be emailed from the university to GraduateAdmissions@IllinoisState.edu (<mailto:GraduateAdmissions@IllinoisState.edu?subject=GraduateAdmissions%40IllinoisState.edu>), or mailed in a sealed envelope to: Illinois State University, Graduate School (<https://grad.illinoisstate.edu/>), 209 Hovey Hall, Campus Box 4040, Normal, IL 61790-4040.
- have had undergraduate training in business and/or have been employed at least one year in a business enterprise.

International students can learn more about specific application requirements by visiting the Office of Admissions. (<https://illinoisstate.edu/admissions/graduate/requirements/>)

Additional Program Admission Requirements

To be considered for this program, you must meet the following criteria.

GPA

You must have a minimum 3.0 GPA for the last 60 hours of undergraduate work (approximately the junior and senior years) or have a minimum 3.0 GPA for all graduate-level coursework, if applicable.

Resume

Please provide an updated resume to the application.

Letters of Recommendation

Submit the names and email addresses of two references for letters of recommendation within the online application.

Essay

Submit an essay that includes the following information:

- Your professional goals and how the marketing analytics degree will help you achieve them
- An explanation of what you gained professionally and/or personally from the experiences detailed in your resume (1 -2 paragraphs)

GMAT

GMAT (or GRE scores) are only required if your last 60 hour undergraduate GPA or graduate GPA (minimum of 9 hours) is less than 3.0.

English Proficiency (International Students)

International students must meet the minimum English proficiency scores set by the University: TOEFL score of at least 79, IELTS score of 6.5 band or Duolingo score of 105.

Application Deadlines

- Fall Semester Term — May 1
- Spring Semester Term — No spring admission
- Summer Semester Term — No summer admission

Apply Now (/apply/)

Graduate Assistantships

Graduate assistantships are not offered by the Department of Marketing for this master's degree program.

The University provides graduate assistantships as a means of financial support. They are intended as a way to facilitate a student's progress to degree while providing important professional development.

Eligibility

To be eligible for an assistantship a student must, generally,

- be admitted unconditionally as a degree-seeking student into a graduate academic program, or have a minimum of 120 undergraduate hours if in an integrated degree program
- be in good-standing
- be enrolled full-time (typically at least 9 credit hours during the fall or spring semesters, or at least 6 hours during the summer session).

Benefits

Graduate assistants receive

- monthly wages paid in the form of either a stipend or an hourly wage
- a waiver for 100% of tuition during a semester of appointment
- a waiver for up to 12 credit hours of tuition for the summer term immediately following a fall or spring appointment

Costs & Funding

See Student Accounts (<https://studentaccounts.illinoisstate.edu/billing/graduate-tuition/>) for information on tuition and fees. Funding (<http://grad.illinoisstate.edu/funding/>) for graduate students is available from several different sources. Students who have been admitted from contiguous states including Iowa, Indiana, Kentucky, Michigan, Missouri, and Wisconsin will receive in-state tuition.

I Want to Learn More

First Name

Last Name

Email Address

Who are you?

Select Type

When would you enroll?

Select Term

Birthdate

January

1

2000

What do you want to know?

Submit





309-438-7261 (tel:3094387261).



State Farm Hall of Business 352 (<http://maps.illinoisstate.edu/?search=State%20Farm%20Hall%20of%20Business%20352>).



College of Business (<http://business.illinoisstate.edu/>).



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