

Marketing Analytics (MS)

ing and deploying marketing plans based on creativity, innovation and analytics that influence market success.

Online



Request Information

* Degree Type **Master's/Specialist** ▾

* Graduate Program **Marketing and Marketing Analytics** ▾

* When do you plan to start? **2024 Fall** ▾

* First Name _____ * Last Name _____

* E-mail _____ * Mobile Phone _____

* Where do you currently live? **Texas** ▾

Text communication is welcome.

I am an international student!

SUBMIT

Career Flexibility is Within Your Reach

Our Master of Science in Marketing and Marketing Analytics degree program will enhance your marketing competencies and skills. You will use cutting-edge analytics and study topics like market analysis, customer insights, customer relationship management (CRM), digital marketing and strategic decision making. Be prepared to develop and deploy marketing plans based on creativity, innovation and analytics that help drive market

success. Whether you are an experienced professional looking to expand your skills or want to add a marketing edge to expand your professional horizons, this program can help take you to the top.



NATIONALLY-RANKED AFFORDABLE PROGRAMS

The College of Business has been recognized by the highly anticipated U.S. News & World Report rankings for 2023 for several programs.

60th for Best Online Graduate Business Programs (Excluding MBA)

CURRICULUM

Prerequisites for Non-Business Undergrad Majors

Core Marketing Courses

Electives

Available Minors

Available Certificates

COURSE ROTATIONS

[CLICK HERE TO DOWNLOAD THE MARKETING AND MARKETING ANALYTICS COURSE ROTATION](#)



Is this Program a Good Fit for You?

Marketing and Marketing Analytics students are typically interested in:

- Consumer insights and analytics
- Digital and internet marketing
- Social media marketing
- International marketing
- Market research
- Marketing analytics

**See Yourself Succeed with a Degree
in Marketing and Marketing Analytics**





Career Readiness

The College of Business offers an in-house Career Services office dedicated on guiding business students seeking internships and employment.



AACSB
ACCREDITED



Nationally Accredited

The College of Business is one of only 800 schools worldwide accredited by the Association to Advance Collegiate Schools of Business (AACSB).



Industry Connections

Through guest speakers, company tours and inter professional networking, and other opportunities, students and alumni are connected with the business community.

Accomplished Faculty

Engage with exceptional faculty who are industry leaders and significant scholars, producing cutting-edge research in their field.

FACULTY RESEARCH

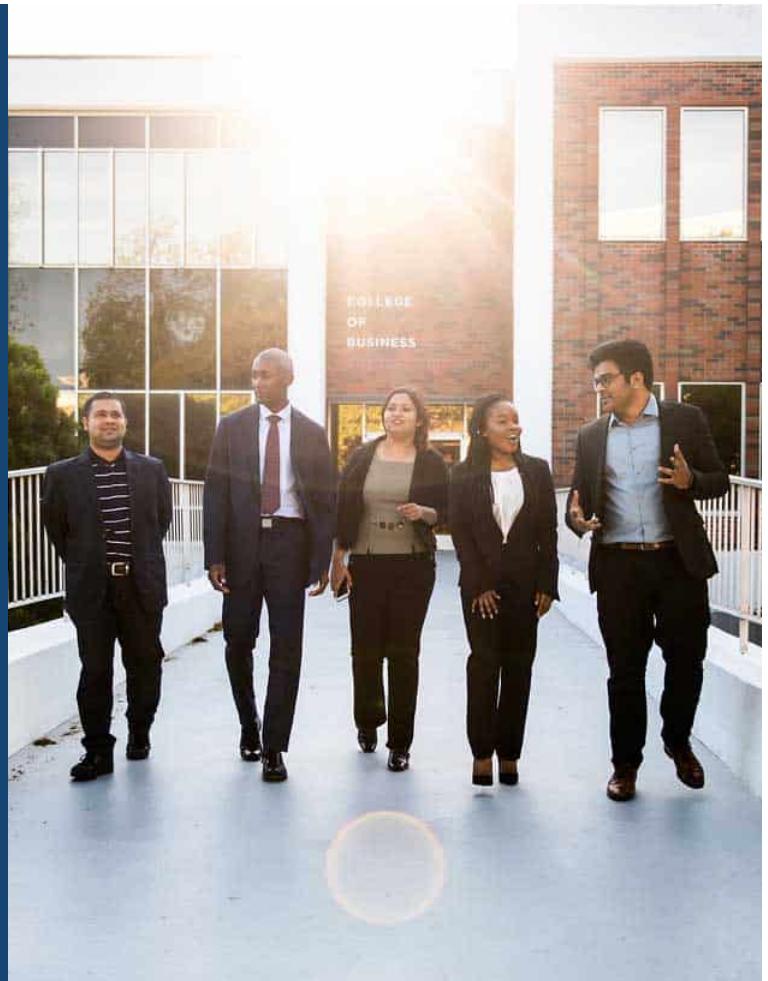
Our faculty conducts research on teaching pedagogy, digital marketing, marketing metrics and analytics, cross-cultural negotiations, retailing, consumer insights, marketing-finance interface, and supply chain management. Examine how the consumer compares online services and offline retailers when deciding to purchase a product.

[LEARN MORE](#)

PRACTICAL APPLICATIONS

A degree in marketing and marketing analytics will offer you the opportunity to:

- Improve your marketing decision-making abilities.
- Have an in-depth understanding of new marketing trends.
- Improve your personal selling and sales management skills.
- Apply relevant digital and technological trends in the marketplace.
- Develop your ability to succeed in a rapidly changing global business environment.
- Increase your desire for continued upward advancement in your marketing career.



CAREERS

Marketing revolves around understanding consumers. Information on consumers is utilized by businesses to effectively cater to consumers; however, with intense competition, consumer engagement and Big Data information, the nature and scope of marketers' responsibilities have changed. As a result, the courses in our M.S. in Marketing and Marketing Analytics degree program will position graduates to meet the trends in the business environment.

Career Possibilities and Current Median Salaries

Marketing
Manager

\$63,634

Digital Marketing Manager

\$64,566

Marketing
Analyst

\$53,998

Marketing
Associate

\$45,182

Business Development
Manager

\$64,912

US DOL Bureau of Labor Statistics, Occupational Outlook Handbook, 2018

Alumni Profiles



 I am fascinated by the idea of creating personalized approaches to targeting consumers through the understanding of their background in visual communications, I rely upon combining marketing strategy and design theories to create vis... 

Tatiana Chamorro-Rivers

Owner | Partner at Hite Digital Dallas, VP at Hite Creative at Hite Digital

Graduated 2016, 2020

INTERNSHIP OPPORTUNITIES

Internship experience provides the foundation employers are often looking for. Although not required for your degree, internships are an important part of your education experience. The program will consider internships for credit if the requirements are satisfied. A&M-Commerce marketing analytics students work with the **College of Business Career Services** to achieve career goals through partnering with outside companies and industry leaders.

Minors

We offer various minors that can be combined with your Marketing and Marketing Analytics (MS) degree. You can learn more about the available minors and their course requirements by visiting the Minors for Graduate Programs page.

- Marketing Analytics
- Digital Marketing

[Minors for Graduate Programs](#)



WHAT YOU WILL LEARN

In our graduate marketing program, you will experience challenging, fast-paced coursework and collaboration with accomplished peers. You will also develop the managerial tools and in-depth marketing competencies needed to become professionally ready for any challenge.

Courses to Prepare You for Your Career

- Foundation courses including quantitative analysis for managers, foundations of management and finance for decision-makers
- Core marketing courses including marketing management, CRM, marketing strategy and decision making, and product innovation and supply chain

Featured Courses

Consumer and Buyer Behavior Analytics MKT 524

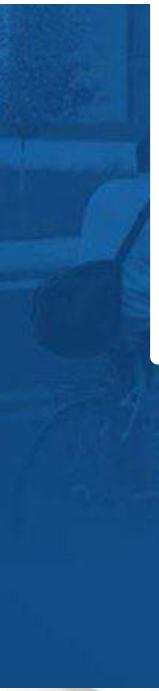
You will examine how to analyze data that can be used to describe past

Interactive and Digital Marketing MKT 569

You will gain an understanding of how to apply formats such as social media,

Customer Relations Management (CRM) MKT 574

You will explore the opportunities and challenges presented by a p



buying behaviors, predict future ones and develop new strategies to influence future purchasing decisions. You will gain knowledge on key marketing problems in customer acquisition, development and retention.



search marketing, e-commerce, mobile and other emerging formats of digital marketing to achieve business objectives. You will also learn how to assess emerging trends.



business practice – Customer Relationship Management (CRM) focuses on maximizing customer value by the development and management of cooperative and collaborative relationships.

[VIEW FULL CURRICULUM IN THE UNIVERSITY CATALOG](#)



COURSE DELIVERY AND RESOURCES

In addition to our long-standing campus courses, many students can complete their degrees by taking online classes. All of our programs are designed to be flexible in order to meet the needs of our students in an ever-changing college environment.

Students can also complete 50% or more of the credits required for this program at our [Dallas](#) site.

STUDENT ORGANIZATIONS

The Department of Marketing and Business Analytics Student Chapter promotes academic programs of marketing and business analytics at A&M-Commerce, and supports the student's on-campus and online social, academic and professional events. This organization works personally with students and directly with Career Services to take advantage of internship opportunities in their related fields.



PROGRAM COSTS

Use the following links to get further information to tuition and fees, financial aid and scholarships.

TUITION CALCULATOR

FINANCIAL AID

SCHOLARSHIPS

ADMISSION

This program is not available to international applicants.

Step 1. Submit Application

Step 2. Submit Documents

Step 3. Apply for Financial Assistance

Step 4. Register for Classes

DEPARTMENT CONTACT



Rebecca Stevens
*Graduate Student
Services Coordinator:
College of Business,
College of Humanities
Social Sciences and Arts,
and Non-Degree*



**Marcia
Henderson**
*Graduate Advisor for the
College of Business*



Zaki Malik, Ph.D.
*Department
Head/Professor of
Business Analytics*



Anna Martin
Administrative Associate

Frequently Asked Questions

Do I need to fill out a form to take MKT 529?



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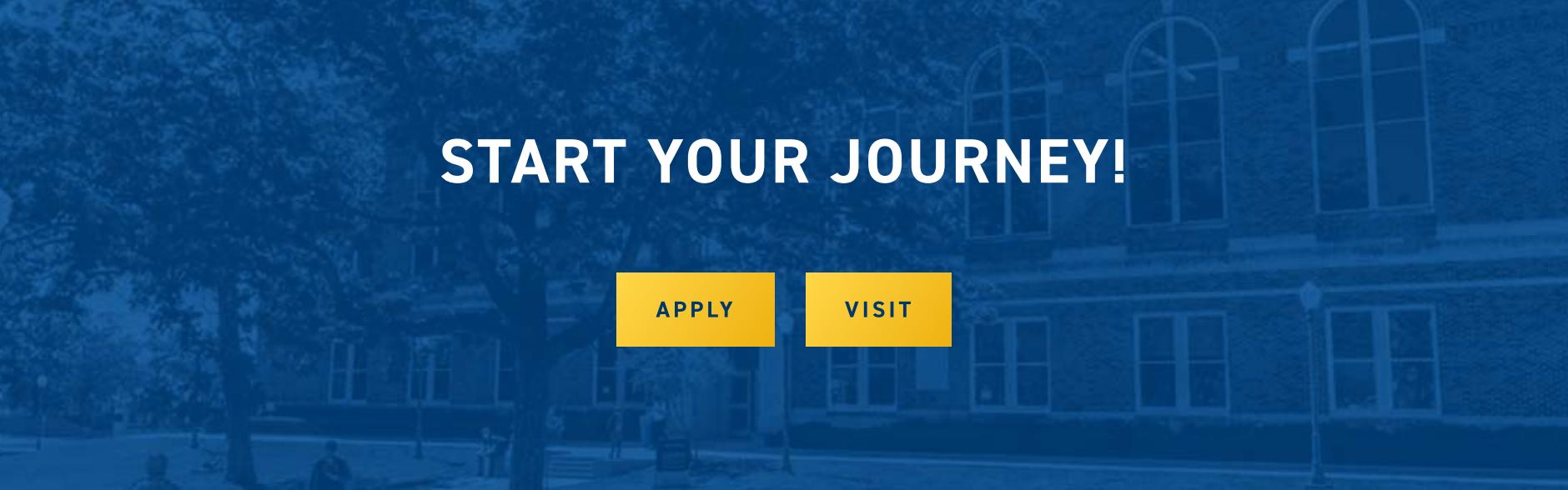
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SUBMIT



START YOUR JOURNEY!

[APPLY](#)[VISIT](#)

Contact Us

College of Business

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RELATED DEGREE PROGRAMS



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Administration (MBA)



Business Analytics
(MS)



Manage