



STONEHILL COLLEGE

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Master's in Marketing: Marketing Analytics Pathway

The master's degree in marketing with a focus in marketing analytics ensures marketers gain the in-demand skills to analyze and extract data and use it to inform their decision-making across online and offline initiatives.

First Name*

Last Name*

Email Address*

Phone Number*

A Master's Degree in Marketing With a Focus in Marketing

Analytics

Stonehill's master's degree in marketing (<https://www.stonehill.edu/programs/ms-in-marketing/>) provides students with the expertise and knowledge needed to advance and lead in an ever-evolving 21st-century marketing environment.

The marketing analytics pathway prepares marketers to analyze and extract data from a variety of sources and use it to develop actionable marketing strategies that improve business results. Students will understand how organizations leverage analytics in a variety of environments and how marketers can utilize data to inform their decision-making across online and offline initiatives.

In this pathway, students will:

- Develop tools and strategies for data and marketing analysis

- Develop skills in statistical analysis of both categorical and quantitative data using SAS

- Explore applications of data analysis to the marketing field, such as visualization and digital storytelling, and in areas like social media

- Understand issues of security, privacy and ethics in marketing analytics

All marketing master's students are required to take five core courses (<https://www.stonehill.edu/programs/ms-in-marketing/courses/>) as well as five elective courses to complete their program. For the marketing analytics pathway, courses such as *Social Media Marketing* and *Visualization & Digital Storytelling* ensure marketers gain a strong understanding of data analytics and its use in the digital space. This is especially important so marketers can effectively measure initiatives like website design, advertising, product development, events and promotions.

Sample Courses

MKT 617

Social Media Marketing

This social media marketing course is designed to help the students understand how marketing has changed due to the rise of social media and changes in various underlying contextual factors such as dramatically increased speed of information dissemination across consumers and brands. The emphasis of this course is on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness.

DAN 605

Visualization & Digital Storytelling

A hands-on course emphasizing the importance of data visualization in understanding data. Designed for those who have never used data visualization software before, this

course will utilize Microsoft Power BI to prepare students to create reports and dashboards at all levels of an organization. Students will learn exploratory and explanatory data analysis and learn how to ask the right questions about what is needed in a visualization. Students will assess how data and design work together and learn which visualization to use in various situations.

DAN 607

Security, Privacy & Ethics in Data Analytics

A survey and case study course emphasizing the importance of data privacy and security. We need to share data in organizations, but the more we share it, the more it becomes necessary to protect it. By the end of the course, students will understand the legal, social, and ethical ramifications of data security and privacy as well as the concepts behind data guardianship and custodianship and data permissions. Special attention will be given to industry-specific data privacy laws (HIPAA, FERPA, PCI DSS, etc.).

Leverage the Power of SAS

During this pathway, students will get extensive experience with products from SAS, a worldwide leader in analytics software, better preparing students with the in-demand skills employers expect.

19%

JOB GROWTH RATE

According to Zippia, the projected marketing data analyst job growth rate is 19% from 2018 to 2028, much faster than the average.

#3

BEST BUSINESS JOB

U.S. News & World Report ranked Market Research Analyst as #3 for Best Business Jobs for 2023.

8.5%

SALARY INCREASE

According to SAS, survey respondents say a base programming credential from SAS led to an average salary increase of 8.5%.

Earn a Graduate Certificate in Marketing Analytics

For marketers looking to expand their knowledge in the field of data analytics, Stonehill offers a five-course professional certificate in marketing analytics (<https://www.stonehill.edu/programs/marketing-analytics-graduate-certificate/>). This certificate builds on a base of marketing knowledge and experience. It focuses on analyzing and extracting data and understanding how organizations utilize data to strengthen their marketing decision-making.

If a student completes the Marketing Analytics Graduate Certificate and wishes to pursue their master's in marketing, these courses can be applied toward the master's degree.