

Marketing & Entrepreneurship

Master of Science in Marketing Analytics and Insights

Wright State University, MS MAI Program, Raj Soin College of Business



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Why Choose Marketing Analytics and Insights?



KSHITIJAH SHAH, '22

"Wright State provides a great combination of marketing analytics skills and experiences. This prepared me well



TAHIR LONE, '22

"This program covers all the core concepts in the marketing and data science domain. The practical application of these in real-world cases



KELLYN WHITE '21

"As the first-ever graduate of this program, I'm so pleased with my education decision! I learned a lot and secured an excellent full-time position

for my current internship with a leading multinational IT services firm.”

Kshitijah is a Senior Marketing Specialist at [S & P Global](#).

helped me get a deeper insight into data analysis.”

Tahir is a Data Scientist at [Nielsen](#).

with a nationally recognized firm serving federal government clients.”

Kellyn is a Business Operations Specialist at [Peerless Technologies](#).

Request Information

Feel free to ask about scholarships, majors, deadlines, and any other questions you may have.

First name * REQUIRED

Last name * REQUIRED

Email * REQUIRED

Have a question?

Submit

The Master of Science in Marketing Analytics and Insights arms marketing and business professionals with the analytical skills they need to advance and build their careers. Our program will prepare you to interpret marketing data and generate ideas and recommendations for real-world business problems.

- Acquire the skills you need to build your career
- Learn to use data insights to drive marketing strategy
- Offer potential employers what they need—business recommendations
- Study in one of the first STEM-based marketing analytics master’s degree programs in the U.S.

Careers

This master's degree will equip you to meet that demand for managers and specialists skilled in marketing analytics. In the next few years, there will be a shortfall of 1.5 million data-literate managers in the U.S. alone, according to a McKinsey report. Businesses and organizations are devoting larger shares of their budgets to analytics to compete in tough environments.

Our graduates work as a:

- Data analyst/data scientist
- Business analyst or consultant
- Marketing analyst
- Digital marketing analyst
- eCommerce specialist
- Marketing research analyst
- Business operations specialist

Real-World Experience

You will apply theoretical concepts learned in class using company data and real business cases. The final capstone course requires you to intensively analyze a real data set.

- Take classes that combine theory with real-world experience
- Acquire skills you can immediately apply to your career
- Learn to apply analytical tools using real company data
- Generate marketing insights and make practical recommendations

Academics and Curriculum

View [Master of Science in Marketing Analytics and Insights](#) program information and degree requirements in the Academic Catalog.

- Complete Marketing Strategy (MBA 7600) first, then learn about consumer behavior, digital marketing, and the world of marketing analytics.
- You also must have six credit hours in statistics during the five years prior to your admission. If you do not meet that requirement, you can pass an opt-out test or complete M.B.A 5800: Quantitative Business Analysis course instead.

Admission

Apply online to the [Graduate School](#) and submit an application for the program. Admission requirements are:

- Bachelor's degree
- Two years of work experience (or comparable)
- 3.0 or higher undergraduate GPA

If your GPA is 2.7–2.99, you can be admitted conditionally and must maintain a 3.0 GPA for the first 12 credit hours of course work you complete. If you have a GPA below 2.7, you must complete the GMAT and then petition for conditional admission.

International students [must meet additional language requirements](#).

International Students

Admitted international students are eligible for three years of Optional Practical Training (OPT), including one year of initial OPT and two years of STEM OPT. The STEM option gives you two more years to hone your skills and find the best use for your talents—and makes employers more likely to hire you. Please contact the [University Center for International Education](#) for more information on the admissions process for international students.

Take the Next Step

Finding the right college means finding the right fit. See all that the Raj Soin College of Business has to offer by visiting campus.

[Arrange a Visit](#)

[Request Info](#)

[Apply for Admission](#)

MARKETING AND ENTREPRENEURSHIP

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