

The MSMI is built for early-career professionals with less than three years of business experience.

The program is taught by a diverse faculty recruited from academia and industry with expertise in statistics, research and analytics, consumer behavior, digital marketing, brand strategy, international marketing, CSR, and public policy.

11-month, cohort-based program

Full-time with day and evening classes

STEM certified

Requires successful completion of 15 courses or 30 credits

Program Sequence

Courses are sequenced to facilitate a building block program structure that allows high value-add over a one-year period.

The first half of the 11-month program sharpens candidates' marketing skill set with foundational courses in consumer behavior, experimental design, applied statistics, and survey design and data collection.

The second half includes course work in marketing analytics, storytelling with data, and digital marketing.

The degree program culminates with an intensive, 4-month Practicum that pairs MS candidates with local Bay Area companies in designing and executing challenging, relevant research projects.

Program Learning Outcomes

Identify and analyze the marketing research process

Identify and understand on how both quantitative and qualitative methods are used and when to employ each method

Develop marketing research design skills to employ with data collection

Demonstrate the ability to analyze data using both quantitative and qualitative tools

Employ effective teamwork and collaboration skills

Demonstrate awareness of ethical practices in marketing research

Major Requirements (30 units)

[MSMI 601 - Foundations of MI \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558866\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558866)

[MSMI 602 - Experimental Design & Analysis \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558867\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558867)

[MSMI 603 - Applied Statistics in MI \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558868\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558868)

[MSMI 604 - Survey Design&Data Collection \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558869\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558869)

[MSMI 605 - Digital Marketing \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558870\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558870)

[MSMI 606 - Qualitative Marketing Research \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558871\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558871)

[MSMI 607 - Story Telling With Data \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558872\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558872)

[MSMI 608 - Marketing Analytics I \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558873\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558873)

[MSMI 609 - Marketing Analytics II \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558874\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558874)

[MSMI 610 - MSMI Practicum I \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558875\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558875)

[MSMI 611 - Ethics & Public Policy & MI \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558876\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558876)

[MSMI 612 - MSMI Practicum II \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558877\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=558877)

[MSMI 613 - Consumer Behavior \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=562859\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=562859)

Elective Course (4 units)

SCHOOL OF MANAGEMENT
UNIVERSITY OF SAN FRANCISCO

School of
Management

All MSMI candidates will augment their course of study with one approved elective selected from the School of Management's MBA program.

[MSMI 614 - Marketing Strategy and Metrics \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=562863\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=562863)

[MSMI 698 - MSMI Special Topic \(https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=559087\)](https://catalog.usfca.edu/preview_course_nopop.php?catoid=38&coid=559087)



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