

MASTER OF MARKETING ANALYTICS

Discover the role that technology and analytics play in creating a marketing strategy that excites consumers and increases brand awareness. Use data and human behavioral trends to learn what drives customers to make decisions. You'll also find out how to develop effective data-informed marketing strategies that foster lasting consumer and business-to-business relationships.

KEY CONCEPTS

- Artificial intelligence
- Consumer analysis
- Customer relationship marketing
- Machine learning
- Market forecasting
- Market-based management
- Marketing analysis tools for problem solving
- Microtargeting
- Pricing and retail analytics
- Text mining

INDUSTRY-SPECIFIC TOOLS

- Python
- R
- SAS
- SQL
- Tableau

CAREER-TAILORED EXPERIENCES



Participate in Data Competitions

Participate in data competitions, like Datathon and the Adobe Analytics Challenge, and network with top employers who hire our students.



Action Learning Projects

Analyze marketing data, report findings and provide useful business recommendations for a real company or organization.

ENGAGING COURSES

Marketing Strategy: Explore how marketing strategy and tactics combine to create value, influence buyers and build strong brands.

Pricing Analytics: Discover how pricing decisions affect buyer decisions, brand positioning and company profits.

Statistical Programming: Learn to program using the latest statistical tools to draw insights from data and inform marketing decisions.

PROGRAM DETAILS

STEM DESIGNATED PROGRAM

2 OR 3
SEMESTERS

30
CREDITS

WHO SHOULD APPLY

Recent college graduates from any academic background who want to help companies strategically improve their consumer or business-to-business marketing campaigns through data analytics.

82%

**Percentage of our MSMA students
who secure employment
within six months of graduating**
(Office of Career Services, 2022)

\$101k

**Median salary of data
scientists in the U.S.**
(Bureau of Labor Statistics, 2021)

19%

**Much faster-than-average job growth
for market research analysts**
(Bureau of Labor Statistics, 2021-2031)

POTENTIAL JOB TITLES

- Brand Analyst
- Business Intelligence Analyst
- Consumer Insights Analyst
- Data Scientist
- Digital Campaign Analyst
- Marketing Analyst
- Social media Analyst
- Web Analytics Manager

EXPERT, WORLD CLASS FACULTY



Rosellina Ferraro

- Top 15% teaching award recipient
- Associate Editor at the Journal of Consumer Psychology and the International Journal of Research in Marketing
- Expert in social influence, branding and identity



P.K. Kannan

- Published research across multiple high-profile marketing journals
- Ranked among world's leading researchers
- Expert in market modeling, machine learning and applying AI methods to marketing data

GRADUATES' JOB PLACEMENTS

- | | |
|--------------------------|---------------------|
| • Amazon | • Merkle Inc. |
| • BLEND360 | • NBA |
| • Electronic Arts | • Ogilvy Consulting |
| • Facebook | • Spotify |
| • KPMG | • TikTok |
| • Marriott International | • Total Wine |

“

UMD has a strong national profile. As a student, I was able to connect with employers who have offices throughout the United States. Some of the nation's top companies regularly host events at Smith, and are genuinely interested in connecting with Smith students - which is incredible.

”

— Jacob Marmol, MS Marketing Analytics '23

*Data for 2022 graduates who reported their salaries to UMD Smith's Office of Career Services. Please note this figure does not reach the 75 percent MBACSEA reporting threshold.

LEARN MORE

CALL: 301.405.2559 | **EMAIL:** SMITHMASTERS@UMD.EDU | **VISIT:** GO.UMD.EDU/MSMA



**ROBERT H. SMITH
SCHOOL OF BUSINESS**