

Note: the grid below depicts the study plan for the 2021–2022 academic year.
 Timing and sequencing of classes are subject to change based upon faculty availability, classroom scheduling, or other factors.

MSMA					
Non-Internship Track					
Fall 2021		Spring 2022		Summer 2022	
Fall A	Fall B	Spring A	Spring B		
GBA462R - Core Statistics for MS Students Using R	GBA424 - Analytics Design and Applications	MKT465 - Marketing Analytics Project (3 credits)		CIS468 - Spreadsheet Modeling using Excel for MS	
GBA463 - Economics and Marketing Strategy for MS Students	CIS467 - Data Management, Warehousing, and Visualization	MKT414 - Pricing Policies			
GBA464 - Programming for Analytics	MKT436 - Predictive and Causal Analytics in R	Choose a total of 4 Electives:			
MGC461 - Professional Communications (4 credits)		CIS432 - Advanced Predictive Analytics with Python	CIS434 - Social Media and Text Analytics		
		MKT437 - Digital Marketing	MKT431 - Consumer Behavior		
		MKT451 - Consumer and Brand Research	MKT439 - Advanced Pricing		
			MKT440 - Pricing Analytics		
Fall Total Credit Hours: 19		Spring Total Credit Hours: 15.5		Summer Total Credit Hours: 2.5	

MSMA						
Internship Track						
Fall 2021		Spring 2022		Summer 2022	Fall 2022	
Fall A	Fall B	Spring A	Spring B		Fall A	Fall B
GBA462R - Core Statistics for MS Students Using R	GBA424 - Analytics Design and Applications	MKT465 - Marketing Analytics Project (3 credits)		Internship	CIS468 - Spreadsheet Modeling using Excel for MS	
GBA463 - Economics and Marketing Strategy for MS Students	CIS467 - Data Management, Warehousing, and Visualization	MKT414 - Pricing Policies				
GBA464 - Programming for Analytics	MKT436 - Predictive and Causal Analytics in R	Choose a total of 4 Electives:				
MGC461 - Professional Communications (4 credits)		CIS432 - Advanced Predictive Analytics with Python	CIS434 - Social Media and Text Analytics			
		MKT437 - Digital Marketing	MKT431 - Consumer Behavior			
		MKT451 - Consumer and Brand Research	MKT439 - Advanced Pricing			
			MKT440 - Pricing Analytics			
Fall Total Credit Hours: 19		Spring Total Credit Hours: 15.5			Fall Total Credit Hours: 2.5	

All courses are 2.5 credits unless noted otherwise. Degree Total Credit Hours: 37

Accurate as of 4/26/21. Elective offerings are subject to change.