

## Master of Science in Marketing Research

Deficiency Courses (As Needed)		
Term	Grade	Course
		<b>GESP (English Deficiency)</b>
		<b>BSTAT 5301</b> Foundations for Analytics
		<b>MARK 5311</b> Marketing
Required Advanced Courses		
Term	Grade	Course
		<b>MARK 5320</b> Buyer Behavior
		<b>MARK 5327</b> Research for Marketing Decisions
		<b>MARK 5338</b> Applied Qualitative Research in Business
		<b>MARK 5341</b> Contemporary Topics in Marketing Research
		<b>MARK 5343</b> Multivariate Models for Business Decisions
		<b>MARK 5344</b> Business Prediction & Classification Tools
		<div style="display: flex; justify-content: space-between;"> <div><b>BSTAT 5325</b> Advanced Methods for Analytics   OR</div> <div><b>MARK 5337*</b> Marketing Analytics And Information Management</div> </div>
Internship		
Term	Grade	Course
		<b>MARK 5396</b> Marketing Research Internship I
Electives		
Term	Grade	Course
		<b>Elective</b>
		<b>Elective</b>
		<b>Elective</b>
		<b>Elective</b>
<p>*MARK 5337 may only be substituted as a required course with the approval of the MSMR advisor. Only students whose prior coursework demonstrates a strong background in statistics will be allowed to use MARK 5337 as a required course in place of BSTAT 5325.</p>		
<p style="text-align: center;"><b>Notes</b></p>		<p style="text-align: center;"><b>MS in Marketing Research Contact</b></p> <p style="text-align: center;"> Michaela Mora  Assistant Professor in Practice  Program Director, MS in Marketing Research  <a href="mailto:michaela.mora@uta.edu">michaela.mora@uta.edu</a> </p>

Electives		
Course Number	Course Name	Department
MARK 5328	Product Management	Marketing
MARK 5330	Services Marketing	
MARK 5337	Marketing Analytics and Information Management	
MARK 5340	Marketing Strategy	
MARK 5342	Advanced Topics II	
MARK 5350	Multicultural Research Methods	
MARK 5370	Social Media Marketing	
MARK 5382	Independent Studies in Mktg	
MARK 5397	Marketing Research Internship II	
BCOM 5375	Adv Business Communication Theory and Practice	
ECON 5300	Adv Communication for Business and Economics	Economics