

Program of Work
Master of Science in Marketing Research

Deficiency Courses (As Needed)			
Term	Grade	Course	Offered
		GESP (English Deficiency)	
		BSTAT 5301 Introduction to Statistics	Fall and Spring
		MARK 5311 Introduction to Marketing	Fall, Spring, and Summer
Required Advanced Courses			
Term	Grade	Course	Offered
		BSTAT 5325 Advanced Statistical Methods	Fall, Spring, and Summer
		MARK 5327 Research for Marketing Decisions	Fall
		MARK 5338 Qualitative Research	Spring
		MARK 5341 Advanced Topics I: Research Methods	Fall
		MARK 5343 Advanced Research Analysis I	Spring
		MARK 5344 Advanced Research Analysis II	Fall
		MARK 5340 Marketing Strategy	Spring
Internship			
Term	Grade	Course	Offered
		MARK 5396 Marketing Research Internship I	Fall, Spring, and Summer
		MARK 5397 Marketing Research Internship II	Fall, Spring, and Summer
Electives			
Term	Grade	Course	Offered
		Elective	
		Elective	
		Elective	

MSMR Bootcamp	Foundational Education - Maymester
SAS Data Mining	Weekend Workshop - January
SAS Text Mining	Weekend Workshop - August

<p><u>Admissions Requirements</u></p> <p>3.25 or above in last 60 undergraduate hours GMAT score of 580 or above (50th percentile or better in Verbal & Quantitative sections) Face-to-face interview Resume, Personal Statement, & 3 Recommendation Letters</p>	<p><u>MS in Marketing Research</u></p> <p>Dr. Scott Hanson Clinical Assistant Professor Program Director, MS in Marketing Research scott.hanson@uta.edu</p>
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Student Signature (and date)	Advisor Signature (and date)

Electives		
Course Number	Course Name	Department
MARK 5320	Buyer Behavior	Marketing
MARK 5328	Product Management	
MARK 5330	Services Marketing Mgmt	
MARK 5337	Marketing Info Mgmt	
MARK 5342	Advanced Topics II	
MARK 5382	Independent Studies in Mktg	
ECON 5313	Decisions and Strategy	Economics
ECON 5314	Economic Analysis for Business Decisions	
ECON 5315	Competition, Innovation & Strategy	
ECON 5331	Proj. Eval & Feasibility Analysis I	
ECON 5336	Applied Business & Economic Data Analysis I	
ECON 5337	Business & Economic Forecasting	
ECON 5338	Applied Time Series Analysis	
ECON 5339	Applied Business & Economic Data Analysis II	
ECON 5341	Advanced Business & Economic Data Analytics	
ECON 5343	Causal Interference for Business Decisions	
INSY 5309	Object-Oriented Planning	Information Systems
INSY 5335	Applied Database Management	
INSY 5336	Python Programming	
INSY 5337	Data Warehousing & Business Intelligence	
INSY 5339	Principles of Data Mining	
INSY 5360	Computer Tech for Business Analytics	
INSY 5376	Big Data Analytics	
INSY 5377	Web & Social Analytics	
INSY 5378	Data Science: A Programming Approach	
INSY 5380	Social Network Analysis	
MANA 5320	Organizational Behavior	Management
MANA 5324	Team & Group Behavior	
MANA 5326	Organization Development & Change	
MANA 5330	Negotiations & Conflict Management	
MANA 5333	Innovation, Creativity, & Entrepreneurship	
MANA 5334	Organizational Consulting & Research	
MANA 5336	Strategic Management	
MANA 5339	Entrepreneurship	
MANA 5344	Evidence-Based Management	
MANA 5350	Effective Leadership	
MANA 5360	Leadership & Teams	