

**Program of Work**  
**Master of Science in Marketing Research**

The objective of the Master of Science in Marketing Research (MSMR) is to prepare students for successful careers in marketing research, marketing planning, product and brand management, and related fields. The curriculum blends fundamental theories, contemporary applications, and real-world questions to provide students with the skills necessary to drive successful strategy.

Deficiency Courses (As Needed)	
Course	Offered
<b>GESP (English Deficiency)</b>	
<b>BSTAT 5301</b> Introduction to Statistics	Fall and Spring
<b>MARK 5311</b> Introduction to Marketing	Fall, Spring, and Summer
Required Advanced Courses	
Course	Offered
<b>BSTAT 5325 or MARK 5337</b> Advanced Statistical Methods or Marketing Analytics & Information Mgmt.	Fall, Spring, and Summer/Summer
<b>MARK 5343</b> Advanced Research Analysis I	Spring
<b>MARK 5344</b> Advanced Research Analysis II	Fall
<b>MARK 5327</b> Research for Marketing Decisions	Fall
<b>MARK 5338</b> Customer Experience & Qualitative Research	Spring
<b>MARK 5341</b> Advanced Topics I: Research Methods	Fall
<b>MARK 5328</b> Product Management	Spring
<b>MARK 5340</b> Marketing Strategy	Spring
Required Internship	
Course	Offered
<b>MARK 5396</b> Marketing Research Internship I	Fall, Spring, and Summer
Electives	
Course	
Elective	
Elective	
Elective	

Students take three courses each in Methodology, Analytics, & Application
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Students take three elective courses in Management or Information Systems
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Students will take either BSTAT 5325 or MARK 5337 in Analytics
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**Admissions Requirements**

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

**MS in Marketing Research**

Dr. Scott Hanson  
 Clinical Assistant Professor  
 Program Director, MS in Marketing Research  
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<b>Electives</b>		
<b>Course Number</b>	<b>Course Name</b>	<b>Department</b>
<b>MARK 5320</b> <b>MARK 5342</b> <b>MARK 5382</b> <b>MARK 5397</b>	Buyer Behavior Advanced Topics II Independent Studies in Mktg Marketing Research Internship II	<b>Marketing</b>
<b>INSY 5309</b> <b>INSY 5335</b> <b>INSY 5336</b> <b>INSY 5337</b> <b>INSY 5339</b> <b>INSY 5377</b>	Object-Oriented Planning Applied Database Management Python Programming Data Warehousing & Business Intelligence Principles of Data Mining Web & Social Analytics	<b>Information Systems</b>
<b>ECON 5313</b> <b>ECON 5314</b> <b>ECON 5336</b> <b>ECON 5337</b> <b>ECON 5338</b>	Decisions and Strategy Economic Analysis for Business Decisions Applied Business & Economic Data Analysis I Business & Economic Forecasting Applied Time Series Analysis	<b>Economics</b>
<b>MANA 5339</b> <b>MANA 5344</b>	Entrepreneurship Evidence-Based Management	<b>Management</b>