

Program of Work
Master of Science in Marketing Research

Deficiency Courses (As Needed)		
Term	Grade	Course
		GESP (English Deficiency)
		BSTAT 5301 Introduction to Statistics
		MARK 5311 Introduction to Marketing
Required Advanced Courses		
Term	Grade	Course
		MARK 5337 Marketing Analytics and Information Management
		MARK 5343 Advanced Research Analysis I
		MARK 5344 Advanced Research Analysis II
		MARK 5327 Research for Marketing Decisions
		MARK 5338 Customer Experience & Qualitative Research
		MARK 5341 Advanced Topics I: Research Methods
		MARK 5328 Product Management
		MARK 5340 Marketing Strategy
Internship		
Term	Grade	Course
		MARK 5396 Marketing Research Internship I
Electives		
Term	Grade	Course
		Elective
		Elective
		Elective

Students take three courses each in Methodology, Analytics, & Application
Students take three elective courses in Management or Information Systems

Notes	MS in Marketing Research Michaela Mora Assistant Professor in Practice Program Director, MS in Marketing Research michaela.mora@uta.edu
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Electives		
Course Number	Course Name	Department
MARK 5320	Buyer Behavior	Marketing
MARK 5330	Services Marketing Management	
MARK 5342	Advanced Topics II	
MARK 5350	Multicultural Research Methods	
MARK 5370	Social Media Marketing	
MARK 5382	Independent Studies in Mktg	
INSY 5335	Applied Database Management	Information Systems
INSY 5336	Python Programming	
INSY 5337	Data Warehousing & Business Intelligence	
INSY 5339	Principles of Data Mining	
MANA 5330	Negotiations and Conflict Management	Management
MANA 5334	Organizational Consulting and Research	
MANA 5339	Entrepreneurship	
MANA 5344	Evidence-Based Management	