

Master of Science in Marketing Research

Deficiency Courses (As Needed)		
Term	Grade	Course
		GESP (English Deficiency)
		BSTAT 5301 Foundations for Analytics
Required Advanced Courses		
Term	Grade	Course
		MARK 5320 Buyer Decisions & Behavioral Economics
		MARK 5327 Research for Business Decisions
		MARK 5338 Qualitative Research for Business Insights
		MARK 5341 Contemporary Topics in Business Research
		MARK 5343 Predictive Analytics for Business Strategy
		MARK 5344 Modeling Customer Insights for Business
		BSTAT 5325 MARK 5337* Advanced Methods for Analytics OR Marketing Analytics And Information Management
Internship		
Term	Grade	Course
		MARK 5396 Marketing Research Internship I
Electives		
Term	Grade	Course
		Elective
		Elective
		Elective
		Elective
*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.		
Notes		MS in Marketing Research Contact Michaela Mora Assistant Professor in Practice Program Director, MS in Marketing Research michaela.mora@uta.edu

Electives		
Course Number	Course Name	Department
MARK 5311	Marketing	Marketing
MARK 5328	Product Management	
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, OR	
ECON 5300	Adv Communication for Business and Economics	Economics
INSY 5336	Python Programming	Department of Information Systems & Operations Management
INSY 5339	Principles of Business Data Mining	
INSY 5377	Web and Social Analytics	