UNIVERSITY OF
TEXAS
ARLINGTON

COLLEGE OF BUSINESS

Program of Work
Master of Science in Marketing Research

The MSMR program is focused on applied research to discover and solve problems in key business areas to attract and retain customers. The program takes students on a learning journey on how to use research techniques to uncover insights to guide business decisions related to product development, pricing strategy, marketing and branding strategy, distribution channels, and customer experience. The program prepares students for careers in research, product development and innovation, marketing communications, brand and product marketing, marketing strategy, business management, and more.

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

Admission Requirements	MS in Marketing Research Graduate Advisor
3.25 or above in last 60 undergraduate hours	Michaela Mora
GMAT score of 580 or above	Assistant Professor of Practice
(50th percentile or better in Verbal &	Program Director, MS in Marketing Research
Quantitative sections)	michaela.mora@uta.edu
Resume	
Personal statement	*The degree plan for each student will be developed in
3 Recommendation Letters	consultation with the graduate advisor.
Face-to-face interview	