



# MASTER OF SCIENCE IN MARKETING RESEARCH

COLLEGE OF BUSINESS



## PROGRAM HIGHLIGHTS

#17 MS Marketing Research (US)

QS (2021)

16 Months to Completion

**AACSB Accredited**  
(Top 5% of Business Programs Globally)

## PROGRAM OVERVIEW

The MS in Marketing Research (MSMR) is a pathway into the world of insights and business strategy.

The program consists of courses in research methodology, advanced analytics, and strategic applications of research to support business objectives. A diverse student body, with backgrounds in business, social sciences, and communications (among others), learn to collaborate with openness to different perspectives and a focus on achieving the business objective – forging a stronger, deeper relationship with the consumer, customer, or shopper.





## CAREER OPPORTUNITIES

- Marketing Research Analyst
- Marketing Director
- Project Manager
- Senior Research Analyst
- Business Market Analyst

## CURRICULUM\*

### Advanced Coursework (27 Credit Hours)

- Advanced Research Analysis I
- Advanced Research Analysis II
- Research for Marketing Decisions
- Customer Experience and Qualitative Research
- Product Management
- Marketing Strategy
- Advanced Topics I: Research Methods
- Final advanced course chosen from prescribed list

### Elective Coursework (9 Credit Hours)

\*Curriculum above illustrates the minimum requirements for degree completion. Background coursework not presented here may be required.

## ADMISSION REQUIREMENTS\*

(Undergraduate GPA x 200) + GMAT  $\geq$  1200

- An undergraduate GPA of 3.25 (on a 4-point scale) and a GMAT total score of 580 or higher is typical of a successful candidate.

\*Applicants are evaluated on an index. Applicants who do not meet the above criteria may be eligible for admission based on the totality of their application file. Additional items may be required.

## COLLEGE OF BUSINESS HIGHLIGHTS

57,562 Business Alumni

Enrolled Graduate Students:  
1,525

#1 in Top Business Schools with  
the Most Minority Students

Avg Graduate Student Age:  
31.4 years

### Top Graduate Student Employers:

Baylor Scott & White  
Cyxtera Technologies  
Exxon Mobil  
Fidelity Investments  
GM Financial  
KPMG  
Lockheed Martin  
Oncor  
Peri Software Solutions  
Whitley Penn

Ready to  
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