

M.S. in Business Analytics Curriculum

M.S. in Business Analytics Core (21 credits)

Students completing a M.S. in Business Analytics will complete the following courses:

- x Business Analytics (471d.78 Ts8t2(t1d.78 10.1(tscnes(4snes6))TJ /TT7 1 Tf 10.7981 0 0 10.98 84.9 631.0

Marketing Analytics Concentration (9 credits)

- x Market Analysis and Customer Value
- x Marketing Analytics

And one of the following:

- x Decisions in Operations Management
- x Survey Methods
- x Database Marketing
- x Social Media Marketing
- x Digital Marketing Strategy
- x Marketing Research and Information Systems
- x Multivariate Analysis
- x Supervised Machine Learning
- x Unsupervised Machine Learning