

## MS IN CUSTOMER INTELLIGENCE AND ANALYTICS CURRICULUM

### Preliminary Skills and Prerequisite Courses (0-6 credits):

<a href="#">MBA 806</a> Driving Marketing Performance*	3
<a href="#">MBA 810</a> Business Analytics & Statistics*	3

\*may be waived based on transcript evaluation

### Required Core Courses (21 credits):

<a href="#">MBA 679</a> Value Creation (MBA 806)	3
<a href="#">MAR 635</a> Marketing Research	3
<a href="#">MAR 644</a> Customer Relationship Management	3
<a href="#">IS 665</a> Data Warehousing, Data Mining & Visualization	3
<b>OR</b> <a href="#">MAR 649</a> Digital Marketing (MBA 806)	3
<b>OR</b> <a href="#">MAR 675</a> Strategic Marketing Planning (MBA 806)	3
<b>OR</b> <a href="#">MAR 680X</a> Data Mining Using SAS	3
<a href="#">MAR 664</a> Marketing Analytics (MBA 806 and MAR 635) (summer only)	3
<a href="#">MAR 673</a> Customer Intelligence	3
<a href="#">MAR 692Q</a> – Research Project (MBA 806 and MAR 673)	3

### Specialization Electives (9 credits): **CHOOSE 3**

<a href="#">IS 613</a> Database Management Systems	3
<a href="#">MAR 620</a> Customer and Organization Buying Behavior	3
<a href="#">MAR 640</a> Sales Management	3
<a href="#">MAR 643</a> Interactive and Direct Marketing (MBA 806)	3
<a href="#">MAR 645</a> Advertising and Sales Promotion (MBA 806)	3
<a href="#">MAR 654</a> Marketing of Services (MBA 806)	3
<a href="#">MAR 660</a> New Product & Service Planning & Development (MBA 806)	3
<a href="#">MAR 695</a> Marketing Internship (Chair Permission)	3

**Total Credits: 30-36**

**Please note: A 3.0 QPA is required to maintain enrollment and earn a degree.**

This worksheet should be followed in prerequisite order. Prerequisites can be found next to each course in the parentheses.