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Master of Science In Data Analytics .................................................................2-3
Master of Science in Data Analytics
Program Length: 2.0 years

Program Director: Jonathan Lee

Mission:
The mission of the M.S. in Data Analytics is to provide students with a comprehensive understanding of generating business intelligence and the ability to analyze big data to address today’s emerging management issues.

Learning Goals: Students in the M.S. in Data Analytics should develop:
• The ability to utilize a holistic view of business analytics from both company and consumers’ point of view.
• Business problem solving and decision-making skills in a changing environment.
• A conceptual and practical knowledge of how to develop performance measurement tools and assess marketing return on investment.
• Skills to build a predictive model to see how digital analytics and Big Data can be used for market predictions.
• A basic understanding of key Big Data technologies and the development of Big Data strategy within a corporation.
• Solid interpersonal, communication, and teamwork skills.
• A commitment to ethical and socially responsible marketing practices.

Degree Requirements:

Foundation Courses 0-6 semester hours
The foundation courses a student must fulfill are determined by a review of the student's undergraduate coursework and professional experience. If foundation courses are needed, they should be among the first courses taken.

- MDA 500 Statistics and Linear Algebra (3)
- BUS 500F Business Marketing (3)

Total Program: 36 semester hours

Core Courses: 15 semester hours

- MDA 501 SAS Programming Essentials (3)
- MDA 502 Multivariate Statistical Analysis (3)
- BUS 510 Management of Information Technology (3)
- MDA 503 Data Mining and Predictive Analytics (3)
- MDA 504 Data Mining and Predictive Analytics II (3)

Concentrations: 18 semester hours
Students in this program must select one of the two available concentrations.

Marketing Analytics Concentration:
- BUS 560 Seminar in Marketing Management (3)
MDA 561 Theory and Practice of Consumer Behavior (3)
MDA 564 Marketing Research Methods (3)
MDA 565 Digital Marketing and Social Media Analytics (3)
MDA 568 Experimental Design and Market Testing (3)
MDA 569 Marketing Analytics (3)

Supply Chain Management Analytics Concentration:
BUS 575 Analysis of Business Operations (3)
BUS 576 Supply Chain Management and Strategy (3)
BUS 512 Integrated Data Management (3)
MDA 572 Problem Solving Methodologies (3)
MDA 573 Analytics in Operations and Planning (3)
MDA 579 Analytics in Logistics Management and Sourcing (3)

Culminating Activity:
MDA 580: Analytics Graduate Seminar (3)