

MARKETING ANALYTICS AND INSIGHTS

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| Graduate Program Head | J. Andrew Petersen |
| Program Code | MMAI |
| Campus(es) | World Campus (M.Mkt.) |
| Degrees Conferred | Master of Marketing (M.Mkt.) |
| The Graduate Faculty | View (https://secure.gradsch.psu.edu/gpms/index.cfm?searchType=facprog=MMAI) |

The Master of Marketing in Marketing Analytics and Insights program will prepare graduates to stand out in a competitive job market by studying at a highly reputed business school with some of the world's leading academic thinkers and industry experts. This program will provide students with marketing analytics capabilities essential for marketing managers and analysts for data-driven marketing organizations. Students will learn about marketing in a global environment, marketing analytics tools for data collection, management, visualization, and analysis, implementation of marketing analytics for marketing problems in the areas of digital marketing, customers, and brands, and ethical leadership. The program will be taught by the same world-class professors who teach our M.B.A. students. A solid foundation in marketing, marketing analytics, and ethics will make the target audience more attractive for positions of marketing manager or analyst in data-driven marketing organizations and prepare them to advance more rapidly into those positions. These learning outcomes will be achieved by a combination of lectures by faculty, invited guest lecturers, reading of key literature, individual and team projects, and practical involvement in a marketing analytics-based culminating experience.

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<http://gradschool.psu.edu/prospective-students/how-to-apply>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions (<http://gradschool.psu.edu/graduate-education-policies>).

The following are required:

- Baccalaureate degree with a 3.0 minimum undergraduate GPA (or equivalent).
- Minimum of 2 years relevant work experience is recommended. Exceptional students that fall outside the guidelines will be considered.
- Submission of a completed online Graduate School Application for Admission (<http://gradschool.psu.edu/prospective-students/how-to-apply>), including a Statement of Purpose, resume, and two letters of recommendation.
- Official transcripts from all post-secondary institutions attended (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission>).

The language of instruction at Penn State is English. English proficiency test scores (TOEFL/IELTS) may be required for international applicants. See GCAC-305 Admission Requirements for International Students (<http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/>

[gcac-305-admission-requirements-international-students](http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-305-admission-requirements-international-students)) for more information.

Core Application Packet

- Completed online Graduate School application (<http://gradschool.psu.edu/prospective-students/how-to-apply>) and payment of nonrefundable application fee.
- Statement of purpose: a 2-3 page essay articulating career and educational goals that demonstrates your written communication skills.
- Vita or Résumé.
- Two letters of recommendation that attest to your readiness for graduate study. Letters must be submitted through the online application. Within the online application you will be asked to enter the names and email addresses of two individuals who will be providing your recommendations. Those individuals will receive a note via email asking them to complete a brief form that will serve as your recommendation. Please inform all recommenders they must submit the form for your application to be complete.
- Official transcripts from all post-secondary institutions attended (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission>).
- Candidates may be asked to participate in a video interview as part of the admissions process.

Degree Requirements

Master of Marketing (M.Mkt.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Requirements (<http://gradschool.psu.edu/graduate-education-policies>).

A minimum of 30 credits at the 400, 500, or 800 level is required, with a minimum of 18 credits at the 500 or 800 level, and at least 6 credits at the 500 level.

| Code | Title | Credits |
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| Required Courses | | |
| The core MMAI courses are designed to teach students to think more strategically, assess external trends, learn from exemplar organizations, and enhance their ability to formulate, articulate, and implement strategy. | | |
| BA 804 | Ethical Leadership | 3 |
| MBADM 821 | Marketing in a Global Environment | 3 |
| MKTG 540 | Marketing Analytics | 3 |
| MKTG 811 | Driving Business Success with Marketing Analytics | 3 |
| MKTG 812 | Evaluating Marketing Communications in the Digital World | 3 |
| MKTG 813 | Data-Driven Customer Acquisition & Retention | 3 |
| MKTG 814 | Analytics for Brand Management and Customer Experience | 3 |
| Electives | | |
| Students will also complete 6 credits of elective courses. A list of elective courses approved to count towards the degree requirements will be maintained by the program office. | | 6 |
| Culminating Experience | | |

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| MKTG 515 | Marketing Data Integration to Create Consumer Insights (Capstone Course) | 3 |
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| Total Credits | | 30 |

The culminating experience for the degree is a capstone course, MKTG 515, that provides an opportunity for students to apply and integrate the knowledge and skills that were gained throughout the MMAI program. MKTG 814, a core course in this proposed degree program, is the capstone course for the Graduate Certificate in Marketing Analytics. This course is a culminating experience for the courses: MKTG 811, MKTG 812, and MKTG 813. MKTG 515 not only integrates student learnings from these courses, it will also integrate learnings from the other core courses in the master's degree program including MBADM 821, BA 804, and MKTG 540. MKTG 515 will be a required course in the proposed Master of Marketing in Marketing Analytics and Insights degree. As it is the capstone course for the proposed master's program, MKTG 515 is not available as a required or elective course in any other program.

Student Aid

World Campus students in graduate degree programs may be eligible for financial aid. Refer to the Tuition and Financial Aid section (<http://www.worldcampus.psu.edu/tuition-and-financial-aid>) of the World Campus website for more information.

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Marketing (MKTG) Course List (<https://bulletins.psu.edu/university-course-descriptions/graduate/mktg>)

Learning Outcomes

The Master of Marketing in Marketing Analytics and Insights Goals and Objectives:

1. Understanding the Role of Marketing in a Global Environment

MMAI graduates will examine strategic issues in global marketing, including opportunity analysis, planning, and implementation.

Learning Objectives:

- MMAI graduates will demonstrate the competency to think strategically about marketing issues and challenges and develop effective strategies for changing, complex environments.
- MMAI graduates will be able to analyze social, political, technological, economic, and global factors; evaluate industry and market structure; and assess organizational strengths and weaknesses.

Assessment Method: Course-embedded measure MBADM 821

2. Marketing Analytics Tools

MMAI graduates will acquire the ability to identify and utilize the appropriate marketing analytic tools to gather, integrate, visualize, and analyze data.

Learning Objectives:

- MMAI graduates will develop principles of applied marketing analytics, including marketing data sources, data quality, software, and fundamentals of statistics.
- MMAI graduates will learn to integrate and visualize marketing-related data from disparate sources such as industry data, CRM and sales data, Google Analytics, social media, and consumer surveys.

Assessment Method: Course-embedded measure MKTG 811, MKTG 515

3. Implementation of Marketing Analytics

MMAI graduates will learn how to apply the marketing analytics tools in different marketing-related applications.

Learning Objectives:

- MMAI graduates will develop systematic and analytical approaches to marketing decision-making with modern-day enterprises in areas including, but not limited to, digital marketing analytics, customer analytics, and brand analytics.

Assessment Method: Course-embedded measure MKTG 540, MKTG 812, MKTG 813, MKTG 814

4. Ethical Responsibilities of Leaders

MMAI graduates will be attuned to the ethical and social responsibilities of business leaders.

Learning Objectives:

- MMAI graduates will learn to consider and evaluate the ethical and societal implications of managerial decisions.
- MMAI graduates will cultivate a principled approach to leadership, valuing others' perspectives and acting with integrity.

Assessment Method: Course-embedded measure BA 804

Contact

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