

MARKETING ANALYTICS AND INSIGHTS

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| Graduate Program Head | Margaret Meloy |
| 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/?searchType=fac&prog=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 (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

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A completed online Graduate School Application for Admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>) is required, including:

- Minimum of two years relevant work experience is recommended. Exceptional students that fall outside the guidelines will be considered.
- Statement of purpose: a 2-3 page essay articulating career and educational goals.
- Résumé reflecting relevant experience.
- Official transcripts from all post-secondary institutions attended (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission/>).

- Three professional references with complete contact information.
- Additional information may be requested by the program.

GMAT and/or GRE scores will not be required for admission. Accordingly, these scores will not be accepted.

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 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Exceptions to GCAC-305 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

Degree Requirements

Master of Marketing (M.Mkt.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (<https://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.

| Code | Title | Credits |
|--|---|-----------|
| 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 | | |
| MKTG 815 | Marketing Data Integration to Create Consumer Insights (Capstone) | 3 |
| Total Credits | | 30 |

The culminating experience for the degree is a capstone course, MKTG 815, 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 815 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 815 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 815 is not available as a required or elective course in any other program.

Minor

A graduate minor is available in any approved graduate major or dual-title program. The default requirements for a graduate minor are stated in Graduate Council policies listed under GCAC-600 Research Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>) and GCAC-700 Professional Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>), depending on the type of degree the student is pursuing:

- GCAC-611 Minor - Research Doctorate (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-600/gcac-611-minor-research-doctorate/>)
- GCAC-641 Minor - Research Master's (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-600/gcac-641-minor-research-masters/>)
- GCAC-709 Minor - Professional Doctorate (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-700/gcac-709-professional-doctoral-minor/>)
- GCAC-741 Minor - Professional Master's (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-700/gcac-741-masters-minor-professional/>)

Student Aid

World Campus students in graduate degree programs may be eligible for financial aid. Refer to the Tuition and Financial Aid section (<https://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 (KNOW)

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.

2. Marketing Analytics Tools (APPLY/CREATE)

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.

3. Implementation of Marketing Analytics (THINK)

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.
- MMAI graduates will learn how to match marketing analytics tools with the appropriate research questions and data availability.

4. Communication of Insights from Marketing Analytics (COMMUNICATE)

MMAI graduates will learn how to bring insights obtained from marketing analytics to the marketing organization to drive data-driven decision making.

Learning Objectives:

- MMAI graduates will develop visualization skills to highlight key insights from implementations of marketing analytics.
- MMAI graduates will develop communication skills to convey marketing insights from marketing analytics to their marketing organization.

5. Ethical Responsibilities of Leaders (PROFESSIONAL PRACTICE)

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.

Contact

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| Campus | World Campus |
| Graduate Program Head | Meg Meloy |
| Director of Graduate Studies (DGS) or Professor-in-Charge (PIC) | J. Andrew Petersen |
| Program Contact | Michelle Kristen Rockower mkk114@psu.edu (814) 865-5290 |
| Program Website | View (https:// www.worldcampus.psu.edu/ degrees-and-certificates/penn- state-online-marketing-analytics- and-insights-masters-degree/ overview/) |