Learning Outcomes

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.

The following courses fulfill the core requirements:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 804</td>
<td>Ethical Leadership</td>
<td>3</td>
</tr>
<tr>
<td>MBADM 821</td>
<td>Marketing in a Global Environment</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 540</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 811</td>
<td>Driving Business Success with Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 812</td>
<td>Evaluating Marketing Communications in the Digital World</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 813</td>
<td>Data-Driven Customer Acquisition &amp; Retention</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 814</td>
<td>Analytics for Brand Management and Customer Experience</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

Culminating Experience

Graduate Faculty

The Graduate Faculty includes academic thinkers and industry experts. This program will be taught 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.
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 515. 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**

**Campus**

World Campus

**Graduate Program Head**

John Andrew Petersen

**Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)**

John Andrew Petersen

**Program Contact**

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(814) 863-0474

**Program Website**

View (https://www.smeal.psu.edu/mmai)