

MARKETING ANALYTICS AND INSIGHTS

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.