

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. This course provides an opportunity for students to apply and integrate the knowledge and skills that were gained throughout the MMAI program. In a project spanning the semester, students will select data to address a specific marketing challenge, analyze the data and develop insights, and communicate the results in an engaging and strategic deliverable.