

Note: the grid below depicts the study plan for the 2022–2023 academic year.  
 Timing and sequencing of classes are subject to change based upon faculty availability, classroom scheduling, or other factors.

MSMA				
Non-Internship Track				
Pre-Session	Fall 2022		Spring 2023	
	Fall A	Fall B	Spring A	Spring B
GBA464 - Programming for Analytics	MGC461 - Professional Communications (4 credits)		MKT465 - Marketing Analytics Project (3 credits)	
	GBA462R - Core Statistics for MS Students Using R GBA463 - Economics and Marketing Strategy for MS Students CIS467 - Data Management, Warehousing, and Visualization		GBA424 - Analytics Design and Applications GBA436R - Predictive and Causal Analytics in R MKT414 - Pricing Policies	
			<b>Choose at least 5 Electives:</b> GBA468R - Prescriptive Analytics with R MKT437 - Digital Marketing MKT451 - Consumer & Brand Research GBA465 - Python Analytics for R Programmers MKT440 - Pricing Analytics CIS432 - Advanced Predictive Analytics w/ Python CIS434 - Social Media and Text Analytics MKT431 - Consumer Behavior MKT439 - Advanced Pricing	
	Fall Total Credit Hours: 21.5		Spring Total Credit Hours: 15.5	

MSMA							
Internship Track							
Pre-Session	Fall 2022		Spring 2023		Summer 2023	Fall 2023	
	Fall A	Fall B	Spring A	Spring B		Fall A	Fall B
GBA464 - Programming for Analytics	MGC461 - Professional Communications (4 credits)		<b>Choose at least 5 Electives:</b> GBA468R - Prescriptive Analytics with R MKT437 - Digital Marketing MKT451 - Consumer & Brand Research GBA465 - Python Analytics for R Programmers MKT440 - Pricing Analytics		Internship		
	GBA462R - Core Statistics for MS Students Using R GBA463 - Economics and Marketing Strategy for MS Students CIS467 - Data Management, Warehousing, and Visualization		CIS432 - Advanced Predictive Analytics w/ Python CIS434 - Social Media and Text Analytics MKT431 - Consumer Behavior MKT439 - Advanced Pricing			MKT465 - Marketing Analytics Project (3 credits)	
	GBA424 - Analytics Design and Applications GBA436R - Predictive and Causal Analytics in R MKT414 - Pricing Policies						
	Fall Total Credit Hours: 21.5		Spring Total Credit Hours: 12.5			Fall Total Credit Hours: 3	
All courses are 2.5 credits unless noted otherwise. Degree Total Credit Hours: 37							

Accurate as of 10/21/21. Elective offerings are subject to change.