

# MSMKT Consumer Behavior Curriculum

This form is intended to present your course options in place and help guide you through your 30 units needed to complete your MS in Marketing degree. The below grid has course recommendations for you as well as blanks you can fill. The recommended plan is to take 10.5 units in the summer, 10.5 units in the fall, and 9 units in the spring. GSBA 528, GSBA 542 and DSO 510 must be taken in the summer. Refer to "Terms offered" when to take other required courses. More information regarding the Consumer Behavior Catalogue can be found [here](#).

SEMESTER 1				
SUMMER   TOTAL UNITS: 10.5				
CATEGORY	NUMBER	TITLE	UNITS	TERMS OFFERED
REQUIRED	GSBA 528	Marketing Management	3	SUMMER
REQUIRED	GSBA 542	Communication for Management	1.5	SUMMER
REQUIRED	DSO 510	Business Analytics	3	SUMMER
ELECTIVE	MKT 530	New Product Development	3	
	-or- MKT 533	Branding Strategy		FALL
SEMESTER 2				
FALL   TOTAL UNITS: 10.5				
CATEGORY	NUMBER	TITLE	UNITS	TERMS OFFERED
REQUIRED	MKT 525	Consumer Behavior	3	FALL
ELECTIVE			3	
ELECTIVE			3	
ELECTIVE			1.5	
SEMESTER 3				
SPRING   TOTAL UNITS: 9				
CATEGORY	NUMBER	TITLE	UNITS	TERMS OFFERED
REQUIRED	MKT 560	Marketing Strategy (seats reserved)	3	FALL + SPRING
REQUIRED	MKT 556	Internet Marketing	3	SUMMER + SPRING
REQUIRED	MKT 566	Marketing Analytics	3	FALL + SPRING

## ELECTIVES [10.5 units]

Complete at least 10.5 units of 500-level (no courses below 500 will count toward your degree — eg. MKT 415 will not apply) ACCT, BAEP, BUCO, DSO, FBE, GSBA, MKT or MOR course work to reach the total number of units required to complete the program. If pursuing the Business of Entertainment Certificate, qualifying Cinema courses can be used to apply to the MS in Marketing elective requirement.

Among the more popular Marketing electives are:

- MKT 526 — Advertising and Social Media: Strategy and Analytics (3 units) (Fall only)
- MKT 528 — Sales and Management: The Art and Science of Sales (3 units)
- MKT 530 — New Product Development (3 units)
- MKT 533 — Branding Strategy (1.5-3 units) (1.5 units in Fall only)
- MKT 586 — Fashion, Luxury and Lifestyle Marketing (3 units) (Fall only)
- MKT 589 — CMO on Shareholder Value (1.5 units) (Fall only)

# MSMKT Marketing Analytics Curriculum

This is intended to be a guide and a way to see your course options in one place. The below grid has course recommendations for you as well as blanks you can fill. The recommended plan is to take 10.5 units in the summer, 10.5 units in the fall, and 9 units in the spring. GSBA 528, 542, and DSO 510 must be taken in Summer. GSBA 545 must be taken in Fall. Review "terms offered" for details on when to take other required courses and core electives. More information regarding the Consumer Behavior Catalogue can be found [here](#).

## SEMESTER 1

SUMMER | TOTAL UNITS: 10.5

CATEGORY	NUMBER	TITLE	UNITS	TERMS OFFERED
REQUIRED	GSBA 528	Marketing Management	3	SUMMER
REQUIRED	GSBA 542	Communication for Management	1.5	SUMMER
REQUIRED	DSO 510	Business Analytics	3	SUMMER
ELECTIVE	MKT 530 -or- MKT 533	New Product Development Branding Strategy	3	FALL

## SEMESTER 2

FALL | TOTAL UNITS: 10.5

CATEGORY	NUMBER	TITLE	UNITS	TERMS OFFERED
REQUIRED	GSBA 545	Data Driven Decision Making	1.5	FALL
CORE ELECTIVE	MKT 512 -or- MKT 566	Customer Insights and Analysis Decision Making Using Marketing Analytics	3	FALL
				FALL
CORE ELECTIVE OR ELECTIVE	MKT 512 -or- MKT 566 -or- TBD	Customer Insights and Analysis Decision Making Using Marketing Analytics Select from list below	3	FALL
				FALL
ELECTIVE			3	

## SEMESTER 3

SPRING | TOTAL UNITS: 9

CATEGORY	NUMBER	TITLE	UNITS	TERMS OFFERED
REQUIRED	MKT 560	Marketing Strategy (seats reserved)	3	FALL + SPRING
CORE ELECTIVE OR ELECTIVE	MKT 543 -or- MKT 566 -or- TBD	Market Demand and Sales Forecasting Decision Making Using Marketing Analytics If Core Elective requirement was satisfied in Fall, choose from list below	3	FALL
				FALL
REQUIRED	MKT 556	Internet Marketing	3	FALL + SPRING

## REQUIRED COURSES | 15 UNITS

NUMBER	TITLE	UNITS	TERMS OFFERED
GSBA 528	Marketing Management	3	SUMMER
GSBA 542	Communication for Management	1.5	SUMMER
GSBA 545	Data Driven Decision Making Units	1.5	FALL*
DSO 510	Business Analytics	3	SUMMER
MKT 556	Internet Marketing	3	SPRING
MKT 560	Marketing Strategy	3	FALL + SPRING**

## CORE ELECTIVES | 6 UNITS

Choose at least 2 of these classes to count toward your required courses.

NUMBER	TITLE	UNITS	TERMS OFFERED
MKT 512	Customer Insights and Analysis	3	FALL
MKT 543	Market Demand and Sales Forecasting	3	SPRING
MKT 566	Marketing Analytics	3	FALL + SPRING**

\* Note: The MS Marketing team will handle registration for this course.

\*\* Seats reserved in spring

## ELECTIVES | 9 UNITS

Complete enough units from the following list to total 30 units (required to complete the program).

ANALYTICS COURSES		
NUMBER	TITLE	UNITS
DSO 516	Probability and Data Modeling	1.5
DSO 528	Blended Data Business Analytics for Efficient Decisions	3
DSO 529	Advanced Regression Analysis	3
DSO 530	Applied Modern Statistical Learning Methods	3
DSO 545	Statistical Computing and Data Visualization	1.5 + 3
DSO 547	Spreadsheet Modeling for Business Insights	3
DSO 552	SQL Databases for Business Analytics	1.5
DSO 570	The Analytics Edge: Data, Models, and Effective Decisions	3
DSO 574	Using Big Data: Challenges and Opportunities	3
MKT 512	Customer Insights and Analysis	3*
MKT 526	Advertising and Social Media: Strategy and Analytics	3
MKT 530	New Product Development	3
MKT 536	Pricing Strategies	3
MKT 543	Market Demand and Sales Forecasting	3*
MKT 566	Decision Making Using Marketing Analytics	3*
MKT 567	Marketing Metrics for Business Decisions	3

\* If not completed as a required course

Up to 3 units may be selected from the following:

GENERAL MARKETING COURSES		
NUMBER	TITLE	UNITS
MKT 525	Consumer Behavior	3
MKT 533	Branding Strategy	1.5 + 3
MKT 555	Marketing Channels	1.5 + 3
MKT 580	Fostering Creativity	1.5 + 3
MKT 586	Fashion, Luxury and Lifestyle Marketing	3
MKT 589	CMO on Shareholder Value	3
DSO 552	SQL Databases for Business Analytics	1.5
DSO 570	The Analytics Edge: Data, Models, and Effective Decisions	1.5