

BUSINESS ANALYTICS AND DATA SCIENCE: MARKETING ANALYTICS, MS

Requirements for Students Matriculating in or before Academic Year 2024-2025. Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 38

Code	Title	Hours
Required Core Courses		
BAN 5400	Practicum in Business Analytics	2
BAN 5560	Business Analytics Research and Communications (Research and Communications I)	1
BAN 5570	Business Analytics Research and Communications II	2
BAN 5733	Descriptive Business Analytics	3
BAN 5743	Predictive Business Analytics	3
BAN 5753	Advanced Business Analytics	3
MSIS 5503	Statistics for Data Science	3
MSIS 5193	Programming for Data Science and Analytics I	3
MSIS 5663	Advanced Data Wrangling	3
Hours Subtotal		23
Required Option Courses		
BAN 5763	Advanced Marketing Research Analytics	3
MKTG 5253	Advanced SAS Programming for Marketing Analytics	3
Hours Subtotal		6
Electives		
<i>Required Option Electives</i>		
Select 6 hours from the following or other courses as approved by the program director.		6
MKTG 5133	Marketing Management	
BAN 5530	Consulting in Marketing Analytics	
BAN 5511	Web Analytics and Digital Marketing	
MKTG 5253	Advanced SAS Programming for Marketing Analytics	
ACCT 5183	MBA Financial Reporting	
Select 3 hours from the following or other courses as approved by program director.		3
BAN 5541	Using R in Marketing Analytics	
BAN 5563	Strategic Marketing and Business Analytics	
BAN 5900	Advanced Practicum in Business Analytics	
ECON 5113	Managerial Economics	
EEE 5863	CIE Scholar Practicum	
FIN 5013	Business Finance	
MKTG 5243	Base SAS Programming for Database Marketing	
MSIS 5243	Information Technology Forensics and Incident Response	

STAT 5013	Statistics for Experimenters I
STAT 5053	Time Series Analysis
STAT 5213	Bayesian Analysis
Other courses as approved by program director.	
Hours Subtotal	9
Total Hours	38

Graduate College Master's Program Requirements

Learn more about Graduate College 2024-2025 Master's Degree Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.