

# SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

## Graduate Programs

The School of Marketing and International Business offers work leading to the Master of Business Administration, the Master of Business Analytics and the Doctor of Philosophy in business administration degrees. In addition, the School of Marketing and International Business offers work leading to Graduate Certificate in Business Data Mining and Graduate Certificate in Marketing Analytics.

## The Master of Business Administration (MBA) Degree

See "Business Administration (<http://catalog.okstate.edu/spears-business/watson-graduate-school/>)."

## The Master of Science in Business Analytics and Data Science (BAnDS) Degree

This is an interdisciplinary program that offers hands-on application of data analysis along with a unique blend of coursework in Analytics, Marketing, Statistics, Business, MIS and Industrial Engineering. The structure of the curriculum has been carefully designed in consultation with our advisory board companies to balance the need of understanding quantitative approaches, statistical modeling and machine-learning algorithms; data visualization and exploration; and interpretation of results and the ability to apply these results for solving business problems.

The MS in BAnDS is a 37-hour program featuring a core of 25 hours (18 for part time), including a business practicum. The 12 hours of electives allow students to specialize in areas such as business, statistics, information science or industrial engineering. In addition to the MS in BAnDS degree, students in this program may also receive the following three certificates depending on elective courses taken, credentials achieved and so on: SAS® and OSU Data Mining Certificate (core level), SAS® and OSU Predictive Analytics Certificate (advanced level) and SAS® and OSU Marketing Data Science Certificate (expert level).

Admission requirements for the MS in BAnDS are similar to the admission requirements for the other master's programs in the Spears School of Business. Information about the program is available on the Internet at <http://analytics.okstate.edu/msba/>.

## The Doctor of Philosophy Degree

The PhD in business administration program through the School of Marketing and International Business provides intensive study in marketing. It prepares the student for significant professional contributions in university teaching and research or staff positions in business or government.

The program is quite flexible and individually structured to meet the needs and objectives of each candidate. The program is designed to create scholars and researchers in the field of marketing. Highly student-oriented, the program focuses on training individuals in current marketing

theory and research techniques. Collaboration between students and faculty is strongly encouraged.

## Program Content

The student will take 15 hours of PhD seminars in marketing. The student must also complete a nine-hour minor in another discipline such as economics, management, sociology or psychology. As support for the major and minor fields of study, extensive coursework (normally 18 credit hours) in the area of quantitative/research methodology is required.

In preparation for the program, it is advisable for candidates to have completed appropriate basic courses in calculus and statistics. Likewise, candidates are expected to have a basic competence in the major functional areas of business—accounting, finance, operations management, organizational theory, economics and marketing. Competence in the functional areas is usually assumed for candidates having recently completed an appropriate graduate course in each area in an MBA program accredited by the Association to Advance Collegiate Schools of Business (AACSB).

## Application Procedure

Outstanding undergraduate or graduate students from any field of study may apply. For those with an MBA, the program will normally consist of two years of coursework and two years of dissertation work. For those without a master's degree, the plan of study for the PhD degree will typically allow for the granting of an MBA prior to completion of the PhD degree. Applications for admission to the program are evaluated on the basis of the following:

1. undergraduate and graduate grade-point averages,
2. the score on the Graduate Management Admissions Test or Graduate Record Examination,
3. a two- or three-page statement describing goals and academic interests,
4. three letters of recommendation,
5. evidence of research potential, and
6. a personal interview when feasible.

It is the responsibility of each applicant to ensure that all materials related to the above criteria are submitted to the Graduate College and received by the School of Marketing and International Business. Application forms are available online through the Graduate College. A detailed explanation of the PhD degree in business administration with an emphasis in marketing is available through the department.

## Graduate Certificate in Business Data Mining

This certificate program is designed to help working professionals with technical background who do not want to pursue a full master's degree yet want to acquire data mining or predictive analytics skills by taking a series of courses online. Working professionals admitted in this program can complete coursework in 12-24 months by taking courses online. Those enrolled in the graduate certificate in business data mining may be able transfer the credit hours to the MS in Business Analytics if they choose to apply for admission into the MS degree at a later date. Along with the graduate certificate in business data mining, students in this program may also receive all of the following three certificates (depending on courses taken, credentials achieved, etc.): SAS and OSU Data Mining Certificate (core level), SAS and OSU Predictive Analytics

Certificate (advanced level) and SAS and OSU Marketing Data Science  
Certificate (expert level).

More details about this program (including procedure and admission  
requirements) are on the website: [https://osuonline.okstate.edu/  
programs/certificates/business-analytics-data-science.html](https://osuonline.okstate.edu/programs/certificates/business-analytics-data-science.html).