

Management (MR): Marketing Analytics Concentration

Degree Requirements

Code	Title	Hours	Counts towards
Business Analytics Core		8	
MBA 506	Data-Driven Managerial Decisions 1		
MBA 507	Data-Driven Managerial Decisions 2		
MBA 551	Predictive Analytics for Business and Big Data		
MBA 552	Data Engineering, Management and Warehousing		
Marketing and Business Skills		7	
BUS 558	Communications, Privacy, and Ethics in Data Science		
MBA 560	Marketing Management and Strategy		
MBA 565	Marketing Analytics		
Practicum		3	
MBA 559	Business Analytics Practicum		
Elective Courses		12	
BUS 541	Strategic Risk Analysis Using Excel		
MBA 545	Decision Making under Uncertainty		
MBA 558	Artificial Intelligence in Management		
MBA 566	Digital Marketing		
MBA 536	Experience Innovation and Strategic Design		
MBA 561	Consumer Behavior		
MBA 562	Research Methods In Marketing		

MBA 567	Marketing Metrics
---------	-------------------

Total Hours	30
--------------------	-----------

Faculty

Professors

Mark S. Beasley, *Director, Enterprise Risk Management Initiative*

Jonathan Bohlmann, *Marketing and Innovation*

Bruce C. Branson, *Accounting, Associate Director of Enterprise Risk Management Initiative*

Donald Pagach, *Accounting, Director of Research for Enterprise Risk Management Initiative*

Mike Stanko, *Marketing*

Stacy Wood, *Marketing*

Professor of Practice

Ericka Kranitz, *Director, Master of Management, Risk, and Analytics*

Leigh Shamblin, *Director of Leadership*

Associate Professors

Bill Rand, *Marketing, Executive Director of Business Analytics Initiative*

Rishika Rishika, *Marketing Analytics, Director of Master of Management Program*

Stefanie Robinson, *Marketing*

Jeffrey Stonebraker, *Operations and Supply Chain Management*

Assistant Professor

Fangfei Gao, *Marketing Analytics*

Teaching Assistant Professor

Basiru Usman, *Marketing*

Lecturers

Thomas C. Dow, *Accounting*

Donnie Hale, *Business Analytics*

Poole College of Management's Master of Management with a concentration in Marketing Analytics program is geared towards students of all backgrounds, including recent graduates and working professionals. The program will train students in state of the art data analytic techniques that focus not just on data handling but also on leveraging meaningful data insights that help increase ROI and drive growth. Graduates of the

program will make an immediate impact in the workforce with cutting-edge marketing techniques that allow them to handle large amounts of data, use appropriate analytics software and modeling techniques, and implement powerful marketing strategies.

Marketing Analytics graduates can fill a multitude of jobs – data scientists, marketing analysts, market research analysts, predictive analytics analysts, business data analysts, digital marketing specialists, social media analysts and more.