

# MANAGEMENT, BUSINESS ANALYTICS - MARKETING CONCENTRATION, MSM

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The marketing concentration will offer students opportunities to pursue careers in marketing that rely on advanced business analytics skills. By anchoring students' business analytics skills in marketing specific knowledge, context, and techniques, graduates will be uniquely positioned for in-demand roles in organizations. The Master of Science in Management, Business Analytics - Marketing Concentration allows students to focus their study of Business Analytics within Marketing. Because of the complex nature of the MS Management concentrations, they typically go beyond optional concentrations in traditional MBA programs. They are designed for individuals who know what they want to do or to help them apply what they already know more effectively. The 30-credit program includes the Business Analytics core, which is 12 credits, the Marketing core, which is 9 credits, and 9 credits of electives. Full-time students are required to enroll in an internship or Co-Op in their first year.

## Admission Requirements

- Graduate application
- Official transcripts from each institution attended
- Undergraduate degree from a regionally accredited institution or international equivalent
- Letter of Intent
- Resume

## Application Deadline

- August 1 for Fall enrollment
- December 1 for Spring enrollment
- May 1 for Summer enrollment

## International Student Applications

I-20 forms used for visa approval are processed by UA student immigration services in the International Center: <https://www.uakron.edu/international/>. Proof of English Language Proficiency is required by producing an acceptable TOEFL or IELTS score.

**Degree Offered:** MSM Master of Science in Management

**Program Contact:** [gradbusiness@uakron.edu](mailto:gradbusiness@uakron.edu)

Code	Title	Hours
<b>Business Analytics Core</b>		
MGMT 601	Business Analytics and Information Strategy	3
ISM 602	Programming for Data Analytics	3
ISM 641	Business Database Systems	3
ISM 644	Business Intelligence	3
<b>Marketing Core</b>		
MKTG 615	Marketing Analytics	3
MKTG 635	Digital Marketing	3
MKTG 620	Strategic Marketing	3
Any graduate business courses for a total of nine credits.		9
<b>Total Hours</b>		<b>30</b>