Developed in consultation with marketing, database and marketing research firms, the Master of Science in Marketing Analytics (MSMA) program at Bentley University meets the changing needs of today’s global and information-driven marketing environment. Students develop the critical expertise in qualitative and quantitative analysis that is in high demand among leading companies across a range of industries.

BUILDING SKILLS AND EXPERIENCE
Today’s savvy marketing departments and organizations know the importance of analyzing large amounts of data — company generated and otherwise — to determine target markets, segment the customer base, and perform other valuable tasks. Senior managers rightly expect marketing professionals to quantify the results of their efforts and demonstrate a direct, positive return on proposed investments to promote the brand.

With access to the latest marketing and statistical software, Bentley MSMA students:
- Acquire skills to determine the financial impact of marketing decisions;
- Apply SPSS, SAS and other software tools to transform raw data into meaningful, usable information;
- Make strategic use of information technology to improve marketing decision-making and empower customers.

ACCESS TO TECHNOLOGY
Courses in the MSMA program make extensive use of the campus-based Center for Marketing Technology (CMT). There, students apply up-to-the-minute tools to aid decision-making in database marketing, product design, sales automation, analysis of social media effects, and other key areas. The center includes a mini-lab where students can conduct focus groups and product tests; the lab has a video feed to an adjoining observation room and to the main classroom.

Specific features include:
- 40-seat classroom featuring networked workstations equipped with LCD view screens
- AV system with 42-inch flat-screen monitors
- Data Analytics Lab dedicated to analyzing large datasets in marketing and other business disciplines
- Access to the latest software used to inform decision-making in marketing, including Qualitap, SPSS, SAS, Qualtrics, TAPSCAN, Qualboard, Perseus, and MediaMark
MS IN MARKETING ANALYTICS
CURRICULUM GUIDE
Applicants with an undergraduate business degree or MBA from an appropriately accredited institution receive a waiver for all foundation courses. Students who do not have an undergraduate business degree, but took these courses, may be eligible to waive the foundation requirements.

FOUNDATION COURSES (THREE COURSES)
GR 521 Managerial Statistics
GR 522 Economic Environment of the Firm
GR 523 Marketing Management

CORE COURSES (FIVE COURSES)
MK 612 Strategic Marketing
MK 711 Marketing Research and Analysis
MK 726 Customer Data Analysis and Relationship Marketing
ST 625 Quantitative Analysis for Business
ST 635 Intermediate Statistical Modeling for Business

ELECTIVES (FIVE COURSES)
Select three marketing courses from the list below. The remaining two courses can be in marketing or any other discipline, at the 600 level or higher.
MK 700 Independent Study in Marketing
MK 701 Internship in Marketing
MK 712 Consumer and Buyer Behavior
MK 713 Marketing Promotion and Communication
MK 714 Marketing Channels and Logistics
MK 715 New Products: Planning, Development and Marketing
MK 716 International Marketing
MK 718 The Marketing of Services
MK 725 e-marketing
MK 735 Startup Marketing in the New Economy
MK 755 Special Topics in Marketing
MK 758 Enhancing Creativity

GRADUATE CERTIFICATE IN MARKETING ANALYTICS
This five-course program allows students to gain an essential combination of marketing and information technology skills. Visit bentley.edu/certificate for details on curriculum requirements, the time frame for study, and other elements of the program.