

# Master of Science in Marketing Analytics

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.

With a Bentley MSMA, you'll gain all the tools and experience to become a savvy marketing professional who can analyze the large amounts of data — company generated and otherwise — needed to determine target markets, segment the customer base, and add additional value to your organization.

## Program Features

- Develops the critical expertise in qualitative and quantitative analysis that is in high demand among leading companies across a range of industries.
- Teaches skills specific to success in the modern marketing world, including research and analysis, customer insights and relationship management, international marketing, consumer and buyer behavior, and database analytics.
- Access to the latest software used to inform decision-making in marketing, including Qualitap, SPSS, SAS, SQL, R, Qualtrics, TAPSCAN, Qualboard, Perseus, and MediaMark.
- Classes are held in the evening and all analytics degrees are offered in part-time and full-time formats.
- STEM designation, increasing employability of international students due to three years of OPT (optional practical training).

## Hands-On Learning

Courses in the MSMA program make extensive use of the campus-based Center for Marketing Technology (CMT). There, you'll 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 you can conduct focus groups and product tests; the lab has a video feed to an adjoining observation room and to the main classroom.

## Career Outcomes

With more than 2 million new analytics jobs expected to be created in the near future, a Bentley MSMA will set you apart in the fast-growing, competitive big data job market.

- Senior business analyst
- Data scientist
- Consultant
- IT systems administrator
- Senior analyst

“To be successful in marketing,  
you need to translate trends  
from a data standpoint.”

## Claire Ma

Business Analyst  
Wayfair

### Curriculum

#### Foundation (2 courses)

All applicants will be evaluated for foundation waivers.

**GR 521** Managerial Statistics

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**GR 523** Marketing Management

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#### Core (7 courses)

##### Analytics Core

**CS 605** Data Management and SQL for Analytics

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**IPM 652** Managing with Analytics

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**ST 625** Quantitative Analysis for Business

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##### Marketing Analytics Core

**MK 612** Strategic Marketing

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**MK 711** Marketing Research and Analysis

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**MK 726** Customer Data Analysis and Relationship Marketing

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**ST 635** Intermediate Statistical Modeling for Business

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#### Electives (3 courses)

Select two marketing courses from the list below.  
The remaining course can be in marketing  
or any other discipline, at the 600 level or higher:

**MK 700** Independent Study in Marketing

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**MK 701** Internship in Marketing

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**MK 712** Consumer and Buyer Behavior

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**MK 713** Marketing Promotion and Communication

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**MK 715** New Products: Planning, Development and Marketing

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**MK 716** International Marketing

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**MK 718** The Marketing of Services

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**MK 725** E-marketing

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**MK 735** Marketing Corporate Immersion

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**MK 755** Special Topics in Marketing

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**MK 758** Enhancing Creativity

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For complete degree requirements and most up-to-date  
course options, visit [admissions.bentley.edu](https://admissions.bentley.edu).

[bentley.edu/graduate/analytics](https://bentley.edu/graduate/analytics)

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