MASTER OF SCIENCE (M.S.)
MAJOR IN MARKETING
RESEARCH AND ANALYSIS
(NON-THESIS OPTION)

Program Overview
Marketing research and analytics are used by companies to link
information about products, customers and markets to financial
metrics like sales, margin, and EBITDA (earnings before interest, taxes,
depreciation, and amortization). Further, McKinsey & Company claims
that marketing and sales leaders need to use analytics since companies
that effectively use data will improve productivity and profitability.
Marketing research is increasingly being incorporated into the strategic
planning function by organizations. This shift is increasing the scope and
demand for marketing managers with strong research skills as well as the
need for market research analysts and survey researchers.

The M.S. major in Marketing Research and Analysis is a specialized
degree program that helps to fill the disconnect between marketing
practice and marketing education. As technology advances and data
collection becomes the primary source for managerial decisions, a
need has evolved for a managerial workforce with advanced degrees in
marketing to be able to make effective use of this vast amount of data
coming into the organization. These marketing research and analysis
functions are a critical part of modern marketing in organizations.
Effective organizations are making decisions based on facts and these
facts are gleaned from analysis of incoming data. More and more
organizations are using marketing analytics and digital marketing.
There is an unmet need for marketing professionals who can interpret
and relate that data to marketing decisions as well as make marketing
decisions in an increasingly digital marketplace.

Application Requirements
The items listed below are required for admission consideration
for applicable semesters of entry during the current academic
year. Submission instructions, additional details, and changes
to admission requirements for semesters other than the current
academic year can be found on The Graduate College’s website
(http://www.gradcollege.txstate.edu). International students should
review the International Admission Documents webpage
(http://mycatalog.txstate.edu/graduate/admission-documents/international/) for additional requirements.

• completed online application
• $55 nonrefundable application fee
or
• $90 nonrefundable application fee for applications with international
  credentials
• baccalaureate degree (preferably in business administration or a
  related field) from a regionally accredited university
• official transcripts from each institution where course credit was granted
• a competitive GPA in the last 60 hours of undergraduate course work
  (plus any completed graduate courses)
• knowledge of business functions (management, marketing, finance,
  accounting, MIS) demonstrated through previous course work and/or
  work experience
• official GMAT or GRE (general test only) with a competitive score
• responses to specific essay questions on the statement of purpose
• resume/CV detailing work experience, extracurricular and community
  activities, and honors and achievements
• three letters of recommendation from persons best able to assess the
  student’s ability to succeed in graduate school

TOEFL or IELTS Scores
• Non-native English speakers who do not qualify for an English
  proficiency waiver:
  • official TOEFL iBT scores required with a 80 overall and minimum
    individual module scores of
    • 19 listening
    • 19 reading
    • 19 speaking
    • 18 writing
  • official IELTS (academic) scores required with a 6.5 overall and
    minimum individual module scores of 6.0

This program does not offer admission if the scores above are not met.

Degree Requirements
The Master of Science (M.S.) degree with a major in Marketing Research
and Analysis non-thesis option requires 30 semester credit hours.

Any student enrolled in a graduate degree program in the McCoy College
of Business Administration can earn no more than two grades of C
or lower. Even if the grade of C or lower was replaced with a higher
grade as a result of repeating the course, the original grade counts
as a “strike” under this policy. Upon earning the third C (or lower),
the student is automatically placed on academic suspension and
permanently dismissed from their degree program without any possibility
of readmission to their program or another degree program in McCoy
College. The 3 C Policy takes precedence over probationary status. So,
if a student earns a third C they are automatically dismissed from their
program permanently; even if probation does not occur.

Course Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>B A 5352</td>
<td>Developing the Financial Perspective of the Firm</td>
<td>3</td>
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<tr>
<td>MKT 5321</td>
<td>Marketing Management</td>
<td>3</td>
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<tr>
<td>MKT 5322</td>
<td>Marketing Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5323</td>
<td>Qualitative Research in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 5340</td>
<td>Digital Marketing</td>
<td>3</td>
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<tr>
<td>MKT 5345</td>
<td>Marketing Analytics</td>
<td>3</td>
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<tr>
<td>MKT 5350</td>
<td>Strategic Marketing Analysis and Planning</td>
<td>3</td>
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<tr>
<td>QMST 5334</td>
<td>Statistical Methods for Business</td>
<td>3</td>
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Prescribed Electives
Choose 6 hours from the following:

<table>
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<tbody>
<tr>
<td>ACC 5361</td>
<td>Accounting Analysis for Managerial Decision Making</td>
</tr>
<tr>
<td>CIS 5355</td>
<td>Database Management Systems</td>
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</tbody>
</table>
CIS 5358 Agile Project Management For Business Professionals
CIS 5360 E-Commerce: Strategies, Technologies, and Applications
CIS 5370 Enterprise Resource Planning and Business Intelligence
FIN 5387 Managerial Finance
MC 5308 Seminar in Strategic Communication
MGT 5310 Organizational Change Management
MGT 5311 Process Improvement Management in Organizations
MGT 5321 Supply Chain Management
MGT 5325 Managing Business Creativity
MKT 5330 International Marketing
MKT 5331 Integrated Marketing Communications
MKT 5335 Services Marketing
MKT 5395 Independent Study in Marketing
MKT 5398 Internship in Marketing
PSY 5321 Multivariate Statistics
QMST 5335 Forecasting and Simulation
QMST 5336 Analytics
QMST 5343 Data Mining

Total Hours 30

Comprehensive Examination Requirement
The comprehensive examination consists of a project and oral presentation associated with the marketing capstone course. If the project is not passed the first time, students will be required to take GC 5100 the following term and complete a written exam.

Students who do not successfully complete the requirements for the degree within the timelines specified will be dismissed from the program.

Master’s level courses in Marketing: MKT

MKT 5199B. Thesis.
This course represents a student’s continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

MKT 5299B. Thesis.
This course represents a student’s continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

MKT 5321. Marketing Management.
A study of the planning and coordination of marketing functions, marketing policies, and the analysis of marketing administration. Prerequisite: B A 5351 with a grade of ‘C’ or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5322. Marketing Research Methods.
An advanced study of the marketing research process to include problem formulation, determination of sources of information and research design, design of data collection forms, design of the sample, collection of the data, analysis and interpretation of the data, preparation of the research report, and oral presentation of the research findings. Prerequisite: MKT 5321 and QMST 5334 both with grades of ‘C’ or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5323. Qualitative Research in Marketing.
This course examines qualitative methods as used in marketing and market research. Topics include the design and execution of qualitative research projects using various qualitative methodological approaches. Activities include application of qualitative methods for conducting research. Students will apply learning in a qualitative research project.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5330. International Marketing.
An application of marketing concepts to the global business environment. Examines marketing in the light of international economic, social, cultural, business, and environmental factors. Prerequisite: B A 5351 with a grade of ‘C’ or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5331. Integrated Marketing Communications.
An analysis of consumer behavior in the marketplace and its application to the preparation and presentation of a complete integrated marketing communications plan for a local, regional, and/or national client. Prerequisite: MKT 5321 with a grade of ‘C’ or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5335. Services Marketing.
Services dominate the U.S. economy and are becoming critical for competitive advantage in companies across the globe and in all industry sectors. This course examines the foundations of services marketing, which are necessary to create, promise, and deliver a successful, interactive customer experience. Prerequisite: MKT 5321 with a grade of ‘C’ or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5340. Digital Marketing.
This course examines marketing strategies in the digital environment. It examines the latest technology and analytical tools used in e-marketing and e-commerce, including online advertising, mobile marketing, social media marketing, search marketing, email marketing, and web analytics. Prerequisite: MKT 5321 with a grade of ‘C’ or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter
MKT 5345. Marketing Analytics.
This course is a study of the scientific approach that connects customer data and competitive information to drive marketing decision-making. The course explores customer data analysis techniques and their theoretical foundations that are applied to real world business problems. Students will learn software, conduct data analysis and communicate the results. Prerequisite: MKT 5321 and QMST 5334 both with grades of 'C' or better or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5350. Strategic Marketing Analysis and Planning.
This course examines strategic marketing decision making through the analysis and interpretation of marketing intelligence, metrics, and dashboards. Topics will include data-driven decision making on marketing challenges pertaining to customers, brands, marketing mix decisions, online strategy and social media, market performance, and firm profitability. Prerequisite: MKT 5322 with a grade of 'C' or better.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5395. Independent Study in Marketing.
Individual problems or topics will be designed and completed to emphasize selected areas of study in Marketing. Prerequisite: Instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MKT 5397E. Social Media Marketing.
A conceptual foundation and practical approach for developing a social media marketing plan will be presented. Students will gain hands-on experience using social media strategically to achieve desired marketing goals through hands-on projects. Students will also earn applicable certifications, which will provide tangible evidence of the skills acquired in this course. Prerequisite: MKT 5321 with a grade of ‘C’ or better or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MKT 5397F. Contemporary Topics in Marketing Analysis: Market Analysis, Geospatial Analysis & Growth Hacking.
This course covers contemporary topics and analytical tools in marketing analysis. Students will learn (1) concepts and methods in market analysis, (2) analytical and mapping tools in geospatial data and information, and (3) concepts and methods in growth hacking. Prerequisite: MKT 5321 and QMST 5334 both with a grades of "C" or better or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing|Topics
Grade Mode: Standard Letter

MKT 5398. Internship in Marketing.
Internship in marketing is an external employer supervised, experiential learning course that enables a student to integrate professional and graduate business coursework. Prerequisite: Instructor approval.
3 Credit Hours. 1 Lecture Contact Hour. 20 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Standard Letter

MKT 5399A. Thesis.
This course represents a student's initial thesis enrollments. No thesis credit is awarded until student has completed the thesis in Marketing Research and Analysis.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

MKT 5399B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

MKT 5599B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
5 Credit Hours. 5 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit

MKT 5999B. Thesis.
This course represents a student's continuing thesis enrollments. The student continues to enroll in this course until the thesis is submitted for binding.
9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit