

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

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 requires 30 semester credit hours, including a thesis.

Course Requirements

Code	Title	Hours
Required Courses		
B A 5352	Developing the Financial Perspective of the Firm	3
MKT 5321	Marketing Management	3
MKT 5322	Marketing Research Methods	3
MKT 5323	Qualitative Research in Marketing	3
MKT 5340	Digital Marketing	3
MKT 5345	Marketing Analytics	3
MKT 5350	Strategic Marketing Analysis and Planning	3
QMST 5334	Statistical Methods for Business	3
Thesis Courses		
MKT 5399A	Thesis	3
Choose a minimum of 3 hours from the following:		3
MKT 5199B	Thesis	1
MKT 5299B	Thesis	2
MKT 5399B	Thesis	3
MKT 5599B	Thesis	5
MKT 5999B	Thesis	9
Total Hours		50

Comprehensive Examination Requirements

All candidates for graduate degrees must pass one or more comprehensive examinations.

If a student elects to follow the thesis option for the degree, a committee to direct the written thesis will be established. The thesis must demonstrate the student's capability for research and independent thought. Preparation of the thesis must be in conformity with the *Graduate College Guide to Preparing and Submitting a Thesis or Dissertation*.

Thesis Proposal (http://www.gradcollege.txstate.edu/docs/Thesis_Diss_Guide.pdf)

The student must submit an official Thesis Proposal Form (<http://www.gradcollege.txstate.edu/forms.html>) and proposal to his or her thesis committee. Thesis proposals vary by department and discipline. Please see your department for proposal guidelines and requirements. After signing the form and obtaining committee members' signatures, the graduate advisor's signature if required by the program and the department chair's signature, the student must submit the Thesis Proposal Form with one copy of the proposal attached to the dean of The Graduate College for approval before proceeding with research on the thesis. If the thesis research involves human subjects, the student must obtain exemption or approval from the Texas State Institutional Review Board prior to submitting the proposal form to The Graduate College. The IRB approval letter should be included with the proposal form. If the thesis research involves vertebrate animals, the proposal form must include the Texas State IACUC approval code. It is recommended that the thesis proposal form be submitted to the dean of The Graduate College by the end of the student's enrollment in 5399A. Failure to submit the thesis proposal in a timely fashion may result in delayed graduation.

Thesis Committee

The thesis committee must be composed of a minimum of three approved graduate faculty members.

Thesis Enrollment and Credit

The completion of a minimum of six hours of thesis enrollment is required. For a student's initial thesis course enrollment, the student will need to register for thesis course number 5399A. After that, the student will enroll in thesis B courses, in each subsequent semester until the thesis is defended with the department and approved by The Graduate College. Preliminary discussions regarding the selection of a topic and assignment to a research supervisor will not require enrollment for the thesis course.

Students must be enrolled in thesis credits if they are receiving supervision and/or are using university resources related to their thesis work. The number of thesis credit hours students enroll in must reflect the amount of work being done on the thesis that semester. It is the responsibility of the committee chair to ensure that students are making adequate progress toward their degree throughout the thesis process. Failure to register for the thesis course during a term in which supervision is received may result in postponement of graduation. After initial enrollment in 5399A, the student will continue to enroll in a thesis B course as long as it takes to complete the thesis. Thesis projects are by definition original and individualized projects. As such, depending on the topic, methodology, and other factors, some projects may take longer than others to complete. If the thesis requires work beyond the minimum number of thesis credits needed for the degree, the student may enroll in additional thesis credits at the committee chair's discretion. In the rare case when a student has not previously enrolled in thesis and plans to

work on and complete the thesis in one term, the student will enroll in both 5399A and 5399B.

The only grades assigned for thesis courses are PR (progress), CR (credit), W (withdrew), and F (failing). If acceptable progress is not being made in a thesis course, the instructor may issue a grade of F. If the student is making acceptable progress, a grade of PR is assigned until the thesis is completed. The minimum number of hours of thesis credit ("CR") will be awarded only after the thesis has been both approved by The Graduate College and released to Alkek Library.

A student who has selected the thesis option must be registered for the thesis course during the term or Summer I (during the summer, the thesis course runs ten weeks for both sessions) in which the degree will be conferred.

Thesis Deadlines and Approval Process

Thesis deadlines are posted on The Graduate College (<http://www.gradcollege.txstate.edu>) website under "Current Students." The completed thesis must be submitted to the chair of the thesis committee on or before the deadlines listed on The Graduate College website.

The following must be submitted to The Graduate College by the thesis deadline listed on The Graduate College website:

1. The Thesis Submission Approval Form bearing original (wet) and/or electronic signatures of the student and all committee members.
2. One (1) PDF of the thesis in final form, approved by all committee members, uploaded in the online Vireo submission system.

After the dean of The Graduate College approves the thesis, Alkek Library will harvest the document from the Vireo submission system for publishing in the Digital Collections database (according to the student's embargo selection). **NOTE: MFA Creative Writing theses will have a permanent embargo and will never be published to Digital Collections.**

While original (wet) signatures are preferred, there may be situations as determined by the chair of the committee in which obtaining original signatures is inefficient or has the potential to delay the student's progress. In those situations, the following methods of signing are acceptable:

- signing and faxing the form
- signing, scanning, and emailing the form
- notifying the department in an email from their university's or institution's email account that the committee chair can sign the form on their behalf
- electronically signing the form using the university's licensed signature platform.

If this process results in more than one document with signatures, all documents need to be submitted to The Graduate College together.

No copies are required to be submitted to Alkek Library. However, the library will bind copies submitted that the student wants bound for personal use. Personal copies are not required to be printed on archival quality paper. The student will take the personal copies to Alkek Library and pay the binding fee for personal copies.

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. Prerequisite: MKT 5399A.

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. Prerequisite: MKT 5399A.

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.

Prerequisites: MKT 5321 and QMST 5334 all with a grade 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 5325. Global Marketing and the Value Chain.

To understand the value chain concept and the linkages between value chains in the global marketplace. This will include evaluating the various value chains: supplier, firm, channel, and buyer in the global context. Topics will include procurement, operations, logistics, negotiation, marketing channels, and customer service.

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 & presentation of a complete integrated marketing communications plan for a local, regional, and/or national client.

Prerequisite: MKT 5321.

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.

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; QMST 5334; or Departmental 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 5321; MKT 5322.

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. Requires approval of instructor and program director.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Grade Mode: Standard Letter

MKT 5397C. Technology and Marketing.

Technology & Marketing covers the impact of new information technologies on marketing and marketing industries undergoing high levels of technological change. Subject areas such as social media, e-commerce, database marketing, business-to –business marketing, and customer contact management are examined and illustrated in industry settings that emphasize innovation through new technologies. Prerequisite: MKT 5321 with a grade of "C" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Topics

Grade Mode: Standard Letter

MKT 5397D. Marketing Metrics and Analysis.

To understand the measurement, analysis, and interpretation of marketing metrics that are critical for marketing strategy development and firm performance. Topics will include metrics associated with customers, brands, marketing mix decisions, online strategy and social media, firm profitability, and marketing dashboards. Prerequisite: Graduate standing; MKT 5321 with a grade of "C" or better.

3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): 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: Enrollment is restricted to McCoy College graduate students who have completed 12 or more hours of graduate business courses; Course enrollment is subject to availability and instructor's approval; Other prerequisites will be specified by the employer with the consent of instructor and department chair.

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. Prerequisite: MKT 5399A.

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. Prerequisite: MKT 5399A.

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. Prerequisite: MKT 5399A.

9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.

Course Attribute(s): Exclude from 3-peat Processing

Grade Mode: Credit/No Credit