The mission of the Department of Marketing is to educate students to succeed in a dynamic business world. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

The Master of Science in Marketing Research and Analysis program readies graduates for positions in marketing that will be involved in creating, analyzing, interpreting, and utilizing data. These positions include marketing managers, market research analysts and survey researchers. Typical job titles include Strategic Data Insights Analyst, Senior Director Marketing, Marketing Analytics Manager, Consumer Insights Manager, Digital Marketing Analyst, and Consumer Researcher.

The mission of the Master of Science in Marketing Research and Analysis program is to better prepare marketing professionals for a marketplace that heavily relies on data and analytics. The program will prepare students to conduct marketing research and utilize marketing analytics, and to interpret the results to inform marketing strategy decisions. Students will learn to design, evaluate, execute and effectively communicate results. Special emphasis will be placed on how to best leverage the vast amounts of data that are being collected about customers, products, and other key elements of the organizational environment to increase competitive advantage as well as productivity and profitability.

**Master of Science (M.S.)**

- Major in Marketing Research and Analysis (Non-thesis Option) ([http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing/marketing-research-analysis-ms](http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing/marketing-research-analysis-ms))
- Major in Marketing Research and Analysis (Thesis Option) ([http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing/marketing-research-analysis-thesis-ms](http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing/marketing-research-analysis-thesis-ms))