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

Application requirements consist of institutional and program requirements for applicable semesters of entry during the current academic year. Additional information 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/).

Unless otherwise noted on The Graduate College program page, AI tools can only be used to correct spelling and grammar errors in application materials.

Institutional Requirements

Institutional requirements are the minimum standards for admission to any graduate program at Texas State. These include:

- Completed online application
- Nonrefundable application fee
  - Degree Programs (Doctoral and Master's)
    - $55 fee, or
    - $90 for applications with international credentials
  - Post-Baccalaureate Programs (Certificate, Certification, Non-Degree, and Visiting)
    - $20 fee, or
    - $60 for applications with international credentials
- Official transcripts from each institution where course credit was granted. Final transcripts showing degree completion are required before the student may register for their second term of enrollment.
- GPA requirements (a higher GPA may be listed in the Program Requirements)
  - Doctoral programs require a 3.00 overall GPA or a 3.00 GPA in your last 60 hours (https://www.gradcollege.txst.edu/admissions/policy.html#gpa) of undergraduate course work (plus any completed graduate courses).
  - Master's and Specialist programs require a 2.75 overall GPA or a 2.75 GPA in your last 60 hours (https://www.gradcollege.txst.edu/admissions/policy.html#gpa) of undergraduate course work (plus any completed graduate courses).
  - Post-Baccalaureate programs require a 2.50 overall GPA or a 2.50 GPA in your last 60 hours (https://www.gradcollege.txst.edu/admissions/policy.html#gpa) of undergraduate course work (plus any completed graduate courses).
- Baccalaureate degree from a regionally accredited university. (Non-U.S. degrees must be equivalent to a four-year U.S. Bachelor's degree. In most cases, three-year degrees are not considered. Visit our International FAQs (https://www.gradcollege.txst.edu/international/faqs.html) for more information.)

Approved English Proficiency Exam Scores

Applicants are required to submit an approved English proficiency exam score that meets the minimum requirements below unless they have earned a bachelor's degree or higher from a regionally accredited U.S. institution or the equivalent from a country on our exempt countries list (http://www.gradcollege.txstate.edu/international/language.html#waiver). Some programs may restrict acceptable tests or require higher scores than the institutional scores; this will be noted in the Program Requirements.

- official TOEFL iBT scores required with a 78 overall if taken on or before January 21, 2026
- official TOEFL iBT scores required with a 4 overall if taken after January 21, 2026
- official PTE scores required with a 52 overall
- official IELTS (academic) scores required with a 6.5 overall and minimum individual module scores of 6.0
- official Duolingo scores required with a 110 overall
- official TOEFL Essentials scores required with an 8.5 overall
- official Texas State Intensive English Program score of 90% or higher in the highest-level course (level 5)

The institution does **not** offer admission if the scores above are not met.

- 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 (Non-

U.S. degrees must be equivalent to a four-year U.S. Bachelor's degree. In most cases, three-year degrees are not considered. Visit our International FAQs (https://www.gradcollege.txst.edu/international/faqs.html) for more information.)

- official transcripts from **each institution** where course credit was granted
- a competitive overall GPA or 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 for those who do not have a 3.5 overall GPA or a 3.5 GPA in your last-60-hours of undergraduate course work. If the GPA falls below the minimum requirement, the official GMAT or GRE (general test only) with competitive scores will be required in order to be considered. Admissions will notify applicants via email should this occur.
- 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

Approved English Proficiency Exam Scores

Applicants are required to submit an approved English proficiency exam score that meets the minimum program requirements below unless they have earned a bachelor's degree or higher from a regionally accredited U.S. institution or the equivalent from a country on our exempt countries list (http://www.gradcollege.txstate.edu/international/language.html#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 PTE scores required with a 52 overall
- official IELTS (academic) scores required with a 6.5 overall and minimum individual module scores of 6.0
- official Duolingo scores required with a 110 overall
- official TOEFL Essentials scores required with an 8.5 overall

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 precedent 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

Code	Title	Hours
Required Courses		
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 5348	Python for Marketing Analytics	3
MKT 5350	Strategic Marketing Analysis and Planning	3
ANLY 5334	Statistical Methods for Business	3
Prescribed Electives		
Choose 6 hours from the following:		6
ISAN 5355	Database Management Systems	
ISAN 5357	Computing for Data Analytics	
ISAN 5358	Agile Project Management For Business Professionals	
ISAN 5360		
ISAN 5370		
MGT 5311		
MGT 5321	Supply Chain Management	
MKT 5341	Social Media Marketing and Analysis	
MKT 5346	Contemporary Topics in Marketing Analytics	
MKT 5395	Independent Study in Marketing	
MKT 5398	Internship in Marketing	
ANLY 5332	Optimization for Business Analytics	
ANLY 5335	Forecasting and Simulation	
ANLY 5336	Analytics	
ANLY 5338	Operations Management	
ANLY 5342	Probability and Statistical Models	
ANLY 5343	Data Mining	
Total Hours		**30**

Comprehensive Examination Requirement

All students are required to take a written comprehensive examination in their last semester of the program. Students must pass the comprehensive exam during the last semester in at most two attempts. If a student fails to pass the comprehensive exam in two attempts during the final semester, the student will be required to take GC 5100 the following term to retake the comprehensive 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 provides structured support for graduate students as they continue work on their thesis research. Students enroll in this course each term until the thesis is completed and submitted in its final form. The course focuses on strengthening students' ability to evaluate research designs, conduct independent inquiry, assess the quality and relevance of evidence, and develop a coherent research report aligned with disciplinary standards. Students receive guidance on organizing, presenting, and explaining their findings to a thesis committee. Throughout the course, students refine their research questions, methodologies, and written work to progress toward successful completion of the thesis.
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 5220. Multinational Marketing – Product, Pricing, and Value Strategies for Global Markets.
This course studies multinational planning and coordination of marketing functions, marketing policies, and the analysis of marketing on an international scope including environmental and cultural aspects. The course introduces students to the complex and evolving realities of marketing for global markets with consideration for different cultural perspectives. Such perspective is important for leaders and senior executives of people aspiring to senior leadership positions in business setting. The course starts with an overview of the macro level environments faced in international markets (i.e., cultures, economic systems, legal systems, governments, etc.) and then addresses 4Ps global marketing strategy implementation.
2 Credit Hours. 2 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Credit/No Credit

MKT 5299B. Thesis.
This course provides structured support for graduate students as they continue work on their thesis research. Students enroll in this course each term until the thesis is completed and submitted in its final form. The course focuses on strengthening students' ability to evaluate research designs, conduct independent inquiry, assess the quality and relevance of evidence, and develop a coherent research report aligned with disciplinary standards. Students receive guidance on organizing, presenting, and explaining their findings to a thesis committee. Throughout the course, students refine their research questions, methodologies, and written work to progress toward successful completion of the thesis.
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.
This course examines the concepts, analytical tools, and decision frameworks used in marketing management. Students study market analysis, buyer behavior, segmentation, targeting, positioning, and the marketing mix through lectures, case analysis, and discussion. Emphasis is placed on interpreting research, evaluating strategic alternatives, and understanding how marketing decisions influence organizational performance. The course integrates various examples from contemporary business contexts to illustrate how marketing managers address challenges related to product, pricing, distribution, and integrated marketing communications. 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.
This course introduces analytical techniques used in marketing research to support evidence#based decision making. Students examine methods for collecting and organizing data, selecting appropriate analytical procedures, and interpreting statistical results. The course covers descriptive, inferential, and multivariate approaches commonly applied in marketing contexts. Students learn to evaluate the strengths and limitations of different research designs and to prepare clear, objective reports that communicate analytical findings. The course emphasizes the responsible use of data in addressing marketing problems. Prerequisite: MKT 5321 and ANLY 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 used in marketing and market research, emphasizing the role of systematic inquiry in generating rich, context#specific insights about consumers, organizations, and market environments. Students explore a range of methodological approaches —including interviews, focus groups, projective techniques, observation, and analysis of written and digital text data—to understand how qualitative evidence is collected and interpreted. The course emphasizes the design and execution of qualitative research projects, highlighting how research questions, sampling decisions, data collection protocols, and thematic analysis influence the conclusions that can be drawn.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5330. International Marketing.
This course examines the application of marketing concepts in a global business environment. It focuses on marketing management within international strategies and innovation frameworks. Topics include the planning and coordination of marketing functions, development of global marketing policies, and analysis of marketing activities across diverse markets. Emphasis is placed on understanding environmental, economic, and cultural factors that influence decision-making in international marketing contexts and the integration of these factors into strategic planning. 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 5340. Digital Marketing.
This course introduces key concepts and analytical approaches used to plan and evaluate digital marketing strategies. Students examine major digital channels—such as search, social media, mobile communication, email, online advertising, and websites—and consider how these channels influence customer engagement and marketing outcomes. The course emphasizes customer#centric analysis, digital journey mapping, web and user experience principles, and methods for assessing campaign effectiveness. Emerging developments in automation, privacy, and platform changes are discussed to support evidence#based evaluation in dynamic digital environments. 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 5341. Social Media Marketing and Analysis.
This course examines the concepts, tools, and analytical methods used in social media marketing. Students explore approaches for evaluating social media activity, identifying target audiences, and developing data#informed marketing strategies. Emphasis is placed on understanding platform characteristics, assessing engagement metrics, and applying analytical insights to inform marketing decisions. Through applied projects, students gain experience creating and assessing social media content, analyzing performance outcomes, and developing comprehensive social media marketing plans. Students may also complete industry#recognized digital marketing certifications that document the skills acquired in the 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.
Grade Mode: Standard Letter

MKT 5345. Marketing Analytics.
This course examines analytical methods used to connect customer data and market information to strategic marketing decision-making. Topics include foundational concepts in marketing analytics such as data collection, visualization, forecasting, segmentation, pricing analytics, predictive modeling, and experiment design. Emphasis is placed on the practical use of analytical software tools for working with real or representative datasets. Students analyze techniques for interpreting analytical results and presenting insights in formats relevant to professional marketing contexts. The course focuses on applying analytical methods to address practical marketing problems and translate data into actionable marketing strategies. Prerequisite: MKT 5321 and ANLY 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 5346. Contemporary Topics in Marketing Analytics.
This course provides an overview of advanced concepts and tools used in modern marketing analytics. Students study strategic analytical frameworks, geospatial mapping techniques, Bayesian Network modeling, and topic analysis using large datasets. The course emphasizes data#driven interpretation and application of analytics in varied marketing contexts while reviewing emerging tools shaping the discipline. Students engage with current analytical software and learn to apply analytical tools to marketing scenarios and evaluate emerging techniques within the broader data#driven landscape. Prerequisite: ANLY 5334 with a grade of “C” or better or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5347. AI and Data Visualization for Marketing.
This course introduces foundational and applied aspects of artificial intelligence, machine learning, and data visualization in marketing analytics. Students learn core machine learning approaches for prediction and pattern discovery, along with natural language processing techniques for analyzing text, while working with structured and unstructured data using AI tools. Instruction emphasizes how these methods support key marketing activities such as prediction, customer segmentation and targeting, personalization and recommendation, and customer insight generation. The course also addresses technical considerations such as model interpretability and data quality, alongside ethical issues including algorithmic bias in AI systems. Through applied assignments and a project using real-world datasets, students use visualization for exploratory analysis and machine learning methods to develop data-driven models addressing business problems. Prerequisite: MKT 5321 and ANLY 5334 both with grades of "C" or better or instructor approval.
3 Credit Hours. 3 Lecture Contact Hours. 3 Lab Contact Hours.
Grade Mode: Standard Letter

MKT 5348. Python for Marketing Analytics.
This course provides an applied introduction to Python programming for marketing analytics. Topics include data preparation, visualization, regression, classification, clustering, association rule mining, natural language processing, and introductory neural networks. Emphasis is placed on applying Python-based analytical tools and AI-assisted coding in Python to examine marketing datasets and develop predictive and descriptive models. Students analyze techniques for interpreting analytical results and presenting insights relevant to marketing decision-making. The course focuses on applying programming and machine-learning methods to address marketing problems and translate complex data into actionable marketing insights. Prerequisite: MKT 5321 and ANLY 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 use of marketing intelligence, metrics, and data visualization dashboards. Students analyze marketing challenges involving customers, brands, marketing mix decisions, value creation and extraction, and firm performance. The course focuses on developing students' ability to collect, interpret, and evaluate marketing data, and to apply analytical methods that support evidence-based decision making. Through guided cases, software-based analysis, and a project, students practice diagnosing marketing problems, exploring alternative solutions, and developing data-supported recommendations. The course emphasizes practical application, enabling students to transform analytics into insights that inform strategic marketing planning and improve organizational outcomes. 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.
This course supports individualized, faculty#guided research on a marketing topic selected by the student. Projects may include scholarly literature reviews, analytical papers, or other approved forms of independent inquiry. Students develop research plans, evaluate relevant academic and professional sources, and produce written work that reflects established research practices and professional communication standards. Enrollment requires instructor approval of the proposed project prior to registration. The course may be repeated once for credit when the topic of study is substantially different. 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 5397I. Entrepreneurial Marketing.
This course examines how marketing concepts and tools support the development and growth of entrepreneurial ventures. Students analyze how foundational marketing elements—such as segmentation, targeting, positioning, pricing, product design, branding, promotion, and distribution—inform decision#making in start#up and early#stage environments. Emphasis is placed on the challenges entrepreneurs face when working with limited resources and when introducing new offerings to a market. Using a hands#on, applied approach, the course provides a conceptual framework and practical methods for evaluating market opportunities and developing an entrepreneurship#focused marketing plan. Students learn how marketing strategy can guide venture creation, differentiation, and sustainable competitive advantage in diverse entrepreneurial contexts. Prerequisite: 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.
This course offers students an applied learning experience that links marketing coursework with practical responsibilities in a professional environment. Working under the supervision of an external employer, students engage in tasks that contribute to ongoing marketing projects and organizational objectives. Coursework includes reflective assignments designed to enhance understanding of marketing processes, workplace expectations, and the relationship between academic concepts and real#world practice. Internship participation requires approval in accordance with program eligibility guidelines. 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 provides structured support for graduate students as they continue work on their thesis research. Students enroll in this course each term until the thesis is completed and submitted in its final form. The course focuses on strengthening students' ability to evaluate research designs, conduct independent inquiry, assess the quality and relevance of evidence, and develop a coherent research report aligned with disciplinary standards. Students receive guidance on organizing, presenting, and explaining their findings to a thesis committee. Throughout the course, students refine their research questions, methodologies, and written work to progress toward successful completion of the 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 provides structured support for graduate students as they continue work on their thesis research. Students enroll in this course each term until the thesis is completed and submitted in its final form. The course focuses on strengthening students' ability to evaluate research designs, conduct independent inquiry, assess the quality and relevance of evidence, and develop a coherent research report aligned with disciplinary standards. Students receive guidance on organizing, presenting, and explaining their findings to a thesis committee. Throughout the course, students refine their research questions, methodologies, and written work to progress toward successful completion of the thesis.
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 provides structured support for graduate students as they continue work on their thesis research. Students enroll in this course each term until the thesis is completed and submitted in its final form. The course focuses on strengthening students' ability to evaluate research designs, conduct independent inquiry, assess the quality and relevance of evidence, and develop a coherent research report aligned with disciplinary standards. Students receive guidance on organizing, presenting, and explaining their findings to a thesis committee. Throughout the course, students refine their research questions, methodologies, and written work to progress toward successful completion of the thesis.
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 provides structured support for graduate students as they continue work on their thesis research. Students enroll in this course each term until the thesis is completed and submitted in its final form. The course focuses on strengthening students' ability to evaluate research designs, conduct independent inquiry, assess the quality and relevance of evidence, and develop a coherent research report aligned with disciplinary standards. Students receive guidance on organizing, presenting, and explaining their findings to a thesis committee. Throughout the course, students refine their research questions, methodologies, and written work to progress toward successful completion of the thesis.
9 Credit Hours. 9 Lecture Contact Hours. 0 Lab Contact Hours.
Course Attribute(s): Exclude from 3-peat Processing
Grade Mode: Credit/No Credit