

MARKETING ANALYTICS AND INSIGHTS

Degree Requirements

Master of Marketing (M.Mkt.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (<https://gradschool.psu.edu/graduate-education-policies/>).

A minimum of 30 credits at the 400, 500, or 800 level is required, with a minimum of 18 credits at the 500 or 800 level.

Code	Title	Credits
Required Courses		
The core MMAI courses are designed to teach students to think more strategically, assess external trends, learn from exemplar organizations, and enhance their ability to formulate, articulate, and implement strategy.		
BA 804	Ethical Leadership	3
MBADM 821	Marketing in a Global Environment	3
MKTG 540	Marketing Analytics	3
MKTG 811	Driving Business Success with Marketing Analytics	3
MKTG 812	Evaluating Marketing Communications in the Digital World	3
MKTG 813	Data-Driven Customer Acquisition & Retention	3
MKTG 814	Analytics for Brand Management and Customer Experience	3
Electives		
Students will also complete 6 credits of elective courses. A list of elective courses approved to count towards the degree requirements will be maintained by the program office.		6
Culminating Experience		
MKTG 815	Marketing Data Integration to Create Consumer Insights (Capstone)	3
Total Credits		30

The culminating experience for the degree is a capstone course, MKTG 815. This course provides an opportunity for students to apply and integrate the knowledge and skills that were gained throughout the MMAI program. In a project spanning the semester, students will select data to address a specific marketing challenge, analyze the data and develop insights, and communicate the results in an engaging and strategic deliverable.