

Note: The grid below depicts the anticipated study plan for the 2025–2026 academic year. Curriculum grids are subject to change.

MSMA					
Non-Internship Track					
Fall 2025		Spring 2026			
Fall A	Fall B	Spring A	Spring B		
MGC461 - Professional Communication (4 credits)		MKT465 - Marketing Analytics Project (3 credits)			
GBA464 - Programming for Analytics	GBA424 - Analytics Design and Applications	CIS467 - Data Management, Warehousing, and Visualization			
GBA462P - Core Statistics for MS Students Using Python	GBA436R - Predictive and Causal Analytics in R	Choose at least 4 Electives:			
GBA463 - Economics and Marketing Strategy for MS Students	MKT414 - Pricing Policies	CIS432 - Machine Learning for Business Analytics	CIS433 - AI and Deep Learning		
		GBA478 - Intro to AI and Business	CIS434 - Social Media and Text Analytics		
		MKT413 - Product Management	MKT431 - Consumer Behavior		
		MKT437 - Digital Marketing	MKT439 - Advanced Pricing		
		MKT438 - B2B Pricing	MKT451 - Consumer & Brand Research		
		MKT440 - Pricing Analytics			
Fall Total Credit Hours: 19		Spring Credit Hours: 15.5			

MSMA							
Internship Track							
Fall 2025		Spring 2026		Summer 2026	Fall 2026		
Fall A	Fall B	Spring A	Spring B		Fall A	Fall B	
MGC461 - Professional Communication (4 credits)		CIS467 - Data Management, Warehousing, and Visualization			Internship	MKT465 - Marketing Analytics Project (3 credits)	
GBA464 - Programming for Analytics	GBA424 - Analytics Design and Applications	Choose at least 4 Electives:					
GBA462P - Core Statistics for MS Students Using Python	GBA436R - Predictive and Causal Analytics in R	CIS432 - Machine Learning for Business Analytics	CIS433 - AI and Deep Learning				
GBA463 - Economics and Marketing Strategy for MS Students	MKT414 - Pricing Policies	GBA478 - Intro to AI and Business	CIS434 - Social Media and Text Analytics				
		MKT413 - Product Management	MKT431 - Consumer Behavior				
		MKT437 - Digital Marketing	MKT439 - Advanced Pricing				
		MKT438 - B2B Pricing	MKT451 - Consumer & Brand Research				
		MKT440 - Pricing Analytics					
Fall Total Credit Hours: 19		Spring Credit Hours: 12.5			Fall Total Credit Hours: 3		

All courses are 2.5 credits unless noted otherwise.
Degree Total Credit Hours: 34.5

Accurate as of 11/19/24. Elective offerings are subject to change.