

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	FIN478 or 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 1/2/25. Elective offerings are subject to change.