

## DUAL MBA/MS MARKETING SCIENCE PROGRAM: DEGREE REQUIREMENTS & CURRICULUM PLAN

### DEGREE REQUIREMENTS

---

Upon formal admission to the dual MBA/MS Marketing Science program, a student must fulfill the following requirements in order to receive the dual-degree:

- 1) A minimum of 60 credits of approved graduate-level coursework
- 2) The appropriate distribution of required core courses and elective courses including a minimum of 1.5 credits of Experience Based Learning coursework
- 3) A minimum cumulative quality point average (QPA) of 3.0 (B)

### CORE MBA COURSES

---

- BACC 2401 Financial Accounting
- BECN 2401 Economic Analysis for Managerial Decisions
- BQOM 2401 Statistical Analysis: Uncertainty, Prediction & Quality Improvement
- BOAH 2409 Organizational Behavior Leadership and Group Effectiveness
- BFIN 2409 Financial Management 1
- BMKT 2409 Marketing Management
- BMIS 2409 Information Systems
- BQOM 2421 Decision Technologies in Manufacturing & Operations Management
- BSPP 2409 Strategic Management
- BSEO 2401 Business Ethics & Social Performance
- BIND \*\*\*\* MBA Capstone

## ADDITIONAL REQUIRED MBA COURSES

---

- BIND 2402 Quant for Business
- BOAH \*\*\*\* Business Communications
- BMIS \*\*\*\* Programming for Business

## CORE MS MARKETING SCIENCE COURSES

---

- BMKT 2031 Marketing Research
- BMKT 2035 Consumer Behavior
- BMKT 2551 Digital and Social Media Analytics
- BMKT 2553 Social Media Strategy
- BMKT 2544 Shopper Analytics
- BMKT \*\*\*\* Marketing Science Project Course

## COURSE SELECTION AND SEQUENCING

---

In order to make the most of the Katz experience, each student is expected to work with their designated academic and career advisors so as to define career goals and align elective coursework with professional aspirations.

## DUAL MBA/MS MARKETING SCIENCE PROGRAM SAMPLE SCHEDULE

---

Dual MBA/MS MSci students are eligible to enroll into a maximum of 16.5 credits per semester. Anything over 15 credits requires approval by your academic advisor.

### **Year One, Fall Term – 15 - 16.5 credits**

- BIND 2402 Quant for Business (1.5 credits)
- BACC 2401 Financial Accounting (3 credits)
- BECN 2401 Economic Analysis for Managerial Decisions (3 credits)
- BQOM 2401 Statistical Analysis: Uncertainty, Prediction & Quality Improvements (3 credits)
- BFIN 2409 Financial Management 1 (1.5 credits)
- BMKT 2409 Marketing Management (1.5 credits)

- BOAH 2409 Organizational Behavior (1.5 credits)
- Up to 1.5 elective credits

### **Year One, Spring Term – 15 credits**

- BOAH \*\*\*\* Business Communications (1.5 credits)
- BQOM 2421 Decision Technology in Manufacturing & Operations Management (1.5 credits)
- BSPP 2409 Strategic Management (1.5 credits)
- BMIS 2409 Information Systems (1.5 credits)
- BSEO 2401 Business Ethics & Social Performance (1.5 credits)
- BMKT 2035 Consumer Behavior (3 credits)
- BMKT 2551 Digital & Social Media Analytics (1.5 credits)
- BMKT 2553 Social Media Strategy (1.5 credits)
- Up to 1.5 elective credits

### **Year Two, Fall Term – 15 credits**

- BMIS \*\*\*\* Programming for Business (1.5 credits)
- BMKT 2031 Marketing Research (3 credits)
- BMKT 2544 Shopper Analytics (3 credits)
- Up to 7.5 credits of electives

### **Year Two, Spring Terms – 1.5+ credits**

- BIND \*\*\*\* MBA Capstone (1.5 credits)
- BMKT \*\*\*\* Marketing Science Project Course
- Any remaining credits



## DUAL MBA/MS MARKETING SCIENCE PROGRAM CURRICULUM PLAN

MBA Core Credits: 21.0 credits  
Required Credits: 4.5 credits  
MSci Core Credits: 12 credits  
Elective Credits: 22.5 credits  
**Total: 60.0 credits**

### MBA Required Core Courses (21.0 credits)

Course Number	Course Title	Credits	Term	Complete
BACC 2401	Financial Accounting	3.0		
BECN 2401	Economic Analysis for Managerial Decisions: Firm and Markets	3.0		
BFIN 2409	Financial Management	1.5		
BMKT 2409	Marketing Management	1.5		
BOAH 2409	Organizational Behavior, Leadership and Group Effectiveness	1.5		
BQOM 2401	Statistical Analysis: Uncertainty, Prediction and Quality Improvement	3.0		

BSPP 2409	Strategic Management	1.5		
BMIS 2409	Information Systems	1.5		
BQOM 2421	Decision Technologies in Manufacturing and Operation Management	1.5		
BSEO 2401	Business Ethics & Social Performance	1.5		
BIND ****	MBA Capstone	1.5		

MBA Required Courses (4.5 credits)

Course Number	Course Title	Credits	Term	Complete
BIND 2402	Quant for Business	1.5		
BOAH ****	Business Communications	1.5		
BMIS ****	Programming for Business	1.5		

MS Marketing Science Required Courses (12 credits)

Course Number	Course Title	Credits	Term	Complete
BMKT 2031	Marketing Research	3.0		
BMKT 2035	Consumer Behavior	3.0		
BMKT 2551	Digital and Social Media Analytics	1.5		
BMKT 2553	Social Media Strategy	1.5		



--	--	--	--

**MBA/MS MSci Program Totals**

	Required Credits	CALCULATED TOTAL
<b>PROGRAM TOTAL</b>	60	