MARKETING INTELLIGENCE M.S.

Degree: Master of Science
https://www.towson.edu/cbe/departments/marketing/grad/intelligence/

Program Director: Dr. Philippe Duverger
Phone: 410-704-3538
Email: pduverger@towson.edu

The Master of Science in Marketing Intelligence and the embedded Post-Baccalaureate Certificate in Interactive Marketing (http://catalog.towson.edu/graduate/degree-certificate-programs/business-economics/interactive-marketing-certificate) are designed to fill a growing need for graduates with the skills necessary to acquire, analyze and utilize marketing intelligence information in the digital age. The program is designed with an applied, experiential learning focus based on industry needs.

With digital marketing options evolving rapidly, companies need individuals who can create, implement and evaluate data-driven marketing strategies.

As a graduate of Towson’s Marketing Intelligence master’s program students will be qualified for jobs such as:

- Marketing Intelligence Analyst
- Digital Marketing Manager
- Marketing Research Analyst
- Customer Insight Specialist

Accelerated Bachelor’s-Master’s Program
Students may also earn an M.S. in Marketing Intelligence through the Department of Marketing accelerated bachelor’s to master’s program (http://catalog.towson.edu/undergraduate/business-economics/marketing/bs-ms-marketing-intelligence). This program allows students to complete their undergraduate and graduate degrees in a shorter time frame. Prospective applicants should contact the program director for details.

Please see the Undergraduate Catalog for information on the accelerated bachelor’s-master’s program.

Admission Requirements
This program admits fall term only.

Admission to the Master of Science degree in Marketing Intelligence is competitive. The eligibility requirements to be admitted into the programs are:

- A baccalaureate degree from a regionally accredited college or university**
- A cumulative GPA of 3.00 (on a scale of 4.00) or equivalent on the most recent 60 units of graduate or undergraduate work is required for full admission. Conditional admission may be granted with a minimum cumulative GPA of 2.75;
- Proficiency in statistics and familiarity with programming;
  - Students without proficiency in statistics will be conditionally admitted to the program and will be required to take MKTG 607 Marketing Research Methods in their first semester in the MKGI-MS program, at the discretion of the Program Director.
- A resume;
- A one- to two-page statement describing their past relevant experience, their career goals, and how they expect this program to support those goals;
- E-mail addresses of two professional and/or academic references.

Non-immigrant International Students
Program Enrollment: F-1 and J-1 students are required to be enrolled full-time. The majority of their classes must be in-person and on campus. See the list of programs that satisfy these requirements (https://www.towson.edu/academics/graduate/admissions/international/programs-complying-j1-f1-regulations.html), and contact the International Student and Scholars Office (https://www.towson.edu/academics/international/isso) with questions.

Admission Procedures: See additional information regarding Graduate Admission policies (https://www.towson.edu/academics/graduate/admissions/policies.html) and International Graduate Application (https://www.towson.edu/academics/graduate/admissions/international) online.

**See Exceptions to Policy in Graduate Admissions (https://www.towson.edu/academics/graduate/admissions/policies.html).

Degree Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AIT 632</td>
<td>DATABASE MANAGEMENT SYSTEMS</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 610</td>
<td>DATABASE QUERYING AND VISUALIZATION</td>
<td></td>
</tr>
<tr>
<td>COSC 710</td>
<td>SOCIAL NETWORK ANALYSIS</td>
<td>3</td>
</tr>
<tr>
<td>or EBTM 740</td>
<td>CUSTOMER RELATIONSHIP MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>or MKTG 720</td>
<td>CONSUMER SENTIMENT ANALYSIS</td>
<td></td>
</tr>
<tr>
<td>COSC 757</td>
<td>DATA MINING</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 750</td>
<td>MARKET SEGMENTATION RESEARCH</td>
<td></td>
</tr>
<tr>
<td>EBTM 604</td>
<td>INTRODUCTION TO PROJECT MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>or COSC 609</td>
<td>SOFTWARE PROJECT MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>MKTG 605</td>
<td>MARKETING INTELLIGENCE STRATEGY</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 710</td>
<td>INTERACTIVE MARKETING</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 770</td>
<td>MARKETING ANALYTICS AND METRICS</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 780</td>
<td>ADVANCED MARKETING ANALYTICS</td>
<td>3</td>
</tr>
<tr>
<td>Applied Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 781</td>
<td>INTERACTIVE MARKETING PROJECT</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 791</td>
<td>INTERACTIVE MARKETING INTERNSHIP</td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 881</td>
<td>MARKETING INTELLIGENCE PROJECT</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 891</td>
<td>MARKETING INTELLIGENCE INTERNSHIP</td>
<td></td>
</tr>
<tr>
<td>Total Units</td>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>
Students who successfully complete AIT 632/MKTG 610, COSC 710/EBTM 740/MKTG 720, MKTG 605, MKTG 710, and MKTG 781 or MKTG 791 earn a Post-Baccalaureate Certificate in Interactive Marketing (https://catalog.towson.edu/graduate/degree-certificate-programs/business-economics/interactive-marketing-certificate) as part of their Master of Science Degree.

Graduates of the program will be able to:

1. Effectively communicate solutions to business problems.
2. Evaluate marketing strategies in relation to current legal and ethical standards of practice.
3. Recommend and utilize interactive marketing techniques and tools.
4. Acquire, evaluate and utilize customer information to make informed business decisions, demonstrating the financial impact of those decisions.

Courses

**MKTG 505 MARKETING ESSENTIALS (1.5)**
Covers concepts, processes, and institutions necessary for effective marketing of goods and services, including analyses of market opportunities, buyer behavior, product planning, pricing, promotion and distribution. Prerequisite: Graduate standing.

**MKTG 605 MARKETING INTELLIGENCE STRATEGY (3)**
Focuses on marketing intelligence strategies – a data driven strategic analysis of the market used to inform the firm’s digital strategies. Also explores the role of marketing in creating value for the firm and its stakeholders in the context of a dynamic external environment. Prerequisite: acceptance in the MKGI-MS or IMKG-PBC or approval from program director.

**MKTG 607 MARKETING RESEARCH METHODS (3)**
Explores experimental design and statistics in the context of marketing research with an emphasis on application over theory. Coverage of experimental design includes understanding appropriate data collection methods, such as experiments and surveys. Basic measurement, SPSS, and hypothesis testing are examined and analysis tools such as t-test, ANOVA, and regression are explored. Prerequisite: program admission or approval of program director.

**MKTG 610 DATABASE QUERYING AND VISUALIZATION (3)**
Designed to introduce students to the applications of database querying and data visualization in the context of marketing. Students are exposed to the basics of SQL Queries and data visualization techniques and will learn how and when the methods and techniques can benefit marketers in finding new insights about consumer’s opinions and needs, and making insightful decisions. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

**MKTG 625 CUSTOMERS AND MARKETS (1.5)**
Focuses on choosing customers and markets through data analysis, building customer loyalty and communicating to current and potential customers in B2C, B2B, and nonprofit organizations. Prerequisite: MKTG 605.

**MKTG 710 INTERACTIVE MARKETING (3)**
Explores the emerging business models, rules, tactics and strategies associated with interactive marketing, including search engine optimization, search ads, email marketing, social media, and mobile marketing. Prerequisite: program admission.

**MKTG 720 CONSUMER SENTIMENT ANALYSIS (3)**
Designed to introduce students to the applications of text analysis, in particular, consumer sentiment analysis in marketing. Students are exposed to the basics of a variety of methods and techniques in the domain of text analysis and will learn how and when each of the methods and techniques can benefit marketers in finding new insights about consumer’s opinions and needs. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

**MKTG 750 MARKET SEGMENTATION RESEARCH (3)**
Designed to introduce students to the applications of segment analysis using several statistical techniques. Students are exposed to the basics of a variety of methods and techniques in the domain of segmentation and will learn how and when each of the methods and techniques can benefit marketers in finding new insights about groups of consumers and what and how to target these groups. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers. Prerequisite: MKTG 605 or consent of instructor.

**MKTG 770 MARKETING ANALYTICS AND METRICS (3)**
Exploration of the data and tools used to analyze the business environment and enable marketing decision making, including decisions related to segmentation, customer lifetime value, and return on marketing investment. Prerequisite: program admission.

**MKTG 780 ADVANCED MARKETING ANALYTICS (3)**
Focuses on learning how to use various analytics tools: multivariate linear regression, logistic regression, principal component analysis, multidimensional scaling, clustering and classification, market basket analysis, choice modeling, conjoint analysis. Students will be expected to use state-of-the-art programming language to analyze real-world large data sets and make strategic recommendations for managerial actions. Prerequisites: program admission and MKTG 607 or equivalent, or consent of instructor.

**MKTG 781 INTERACTIVE MARKETING PROJECT (3)**
An independent applied project in a content area related to interactive marketing designed to support and enhance the student's ability to apply graduate experience and achieve tangible outcomes. Students work under the supervision of faculty advisers to plan, implement, and evaluate a project for a client as part of a practical, real-world problem-solving experience. Prerequisites: MKTG 710, program admission or approval or program director.

**MKTG 791 INTERACTIVE MARKETING INTERNSHIP (3)**
Supervised experience in a field setting which facilitates the application of interactive marketing theory and tools. Prerequisites: MKTG 710, program admission or approval or program director.

**MKTG 796 MARKETING PRACTICUM (3)**
Student teams apply concepts from other courses and their own experience to solve marketing problems. They are provided the opportunity to work on a real-life project with an organization or one of its product/service divisions. Students work together in consulting teams composed of teammates with varying interests, backgrounds and academic specializations. Projects may deal with a variety of marketing strategies, including customer and competitive analysis, feasibility studies, product and service development, promotion, pricing and distribution, analyses and a variety of other specific organization or company needs. Prerequisites: Graduate standing, MKTG 504 or area approval.
MKTG 797 SPECIAL TOPICS IN MARKETING MANAGEMENT (3)
Specialized topics in marketing, allowing flexibility for both the changing developments in applied business practice and the educational needs of students. Exact topical coverage and prerequisites are listed in the schedule of classes. Prerequisites: Graduate Standing, MKTG 504 or area approval.

MKTG 799 INDEPENDENT STUDY (1-3)
Directed independent study in selected areas of marketing. This course may be repeated. Prerequisites: MKTG 640 and approvals of marketing faculty member and chair of Marketing and E-business Department.

MKTG 881 MARKETING INTELLIGENCE PROJECT (3)
An independent, applied project in a content area related to marketing intelligence designed to support and enhance the student's ability to apply graduate experience and achieve tangible outcomes. Students work under the supervision of faculty advisers to plan, implement, and evaluate a project for a client as part of a practical, real-world problem-solving experience. Prerequisites: MKTG 770 and consent of department.

MKTG 885 PROJECT CONTINUUM (1)
Continuation of project work from MKTG 881. Prerequisite: Previous registration in MKTG 881.

MKTG 891 MARKETING INTELLIGENCE INTERNSHIP (3)
Supervised experience in a field setting which facilitates the application of theory and tools in marketing intelligence. Prerequisites: MKTG 770, program admission or approval of program director.