

Marketing Research and Analytics MS

FOX SCHOOL OF BUSINESS AND MANAGEMENT

Learn more about the Master of Science in Marketing Research and Analytics.

About the Program

The MS in Marketing Research and Analytics promotes enhancement of marketing careers with an in-depth understanding of the latest techniques and tools used to collect and analyze data in marketing research. Students gain in-demand skills in quantitative and analytical market techniques so they can competitively position themselves in a fast-growing industry.

Delivered in an online part-time format, our world-class design gives graduates a competitive edge. Our market-driven curriculum offers the support and knowledge needed to advance careers. We prioritize real-world application of knowledge and skills to best support graduates who want to accelerate their careers in marketing or marketing research.

The Marketing Research and Analytics MS program can support career potential with experiential learning focused on developing skills in areas that matter most for marketing researchers today, including:

- Strong and diverse statistical analysis
- Data visualization
- Integration of multiple data sources, such as big data and machine learning
- Online quantitative and innovative research methods
- Advanced survey research modalities, including text analytics and social listening

In addition, students in the program:

- Study with experienced marketing faculty
- Interact with executive leaders in marketing research
- Participate in real-world marketing research, consulting and publication projects
- Become part of an analytical and technology-rich marketing industry

Time Limit for Degree Completion: 6 years

Campus Location: Online

Full-Time/Part-Time Status: The Marketing Research and Analytics MS degree program is completed on a part-time basis.

Affiliation(s): Research interests of Fox faculty are supported by numerous centers and institutes throughout the Fox School and Temple University.

Accreditation: The MS in Marketing Research and Analytics is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Job Prospects: The Fox Center for Student Professional Development (CSPD) provides students with career coaching and professional development resources in support of their job search. Graduates are prepared for employment in marketing and marketing research, which is not limited to product research but also includes building and maintaining brand loyalty and long-term customer relationships (i.e., customer experience research). Potential career paths upon program completion include:

- Account Executive or Senior Account Executive (within a marketing research agency)
- Brand or Product Manager
- Director of Consumer Insights
- Director of Marketing
- Director of Marketing Research
- Director of Research Methods and Consulting
- Product Development Manager
- VP Consumer and Business Analytics
- VP Customer Experience and Loyalty

Non-Matriculated Student Policy: Students are required to be matriculated in the degree program.

Financing Opportunities: Citizens and permanent residents of the United States are considered domestic students and are typically eligible for federal student loans and alternative loans through private lenders. The Fox School grants 5% tuition scholarships to alumni who are admitted to the program. The program also offers merit- and need-based scholarships to eligible admitted students.

Admission Requirements and Deadlines

Application Deadline:

This program is not accepting applications for the 2023-2024 academic year.

Letters of Reference:

Number Required: 2

From Whom: Professional references from an immediate supervisor, current or past, are preferred. Academic references are acceptable. For those who are self-employed, a reference from a client is permissible.

Bachelor's Degree in Discipline/Related Discipline: The equivalent of a four-year U.S. baccalaureate degree from an accredited university or college is required. For three-year degrees, mark sheets must be evaluated by WES or another NACES organization.

Statement of Goals: Essay prompts can be found in the online application portal.

Standardized Test Scores:

GRE/GMAT: Scores may be requested based on the applicant's academic and/or professional background. Candidates with an undergraduate GPA below 3.0 are required to submit valid GMAT or GRE test scores. Consult an admissions advisor with any questions.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree in a country where the language of instruction is English, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 90
- IELTS Academic: 7.0
- Duolingo: 110
- PTE Academic: 68

Resume: Current resume or CV is required.

Transfer Credit: Upper-level graduate credits from an AACSB-accredited graduate business program, but not previously applied to a conferred degree, may be transferred into the MS program. The credits must be part of the required degree program at Temple University. To be transferred, the grade must be a "B" or better. The Admissions Committee makes recommendations for transferring credits to the department chair. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:

Number of Credits Required Beyond the Baccalaureate: 30

Required Courses:

Code	Title	Credit Hours
Core Courses		
BA 5687	Advanced Professional Development Strategies	0
MKTG 5001	Marketing Management/Strategy	3
MKTG 5101	Consumer and Buyer Behavior	3
MKTG 5103	Marketing Research: Techniques and Application	3
MKTG 5111	Customer Data Analytics	3
MKTG 5617	Advanced Modalities	3
MKTG 5618	Quantitative Pricing and Revenue Analytics	3
STAT 5001	Quantitative Methods for Business	3
STAT 5602	Visualization: The Art of Numbers and the Psychology of Persuasion	3
STAT 5607	Advanced Business Analytics	3
Capstone Course		
MKTG 5118	Marketing MS Capstone ¹	3

or MKTG 5182

Independent Study

Total Credit Hours**30**

- ¹ Selection of MKTG 5182 Independent Study requires approval from the program's Academic Director. The course is intended to be completed as a field practicum.

Culminating Event:*Capstone Experience:*

Through the MKTG 5118 capstone course, students collaborate on a real-world business challenge in the marketplace. Each student plays a critical role in developing a comprehensive strategic marketing plan. Collaboratively, students own responsibility for accurate segmentation, targeting, positioning, value generation and feasibility for a brand company, product or product line. They assess the effectiveness of the brand's current advertising and communication strategies and determine research objectives that are actionable. Students then engage in sound research planning, survey development, execution and data analysis while identifying strategic outcomes. They work together to finalize a commercial-grade marketing strategy and plan of tactics worthy of business management approval. All students learn to apply team leadership practices while developing a strategic marketing plan and gaining hands-on experience that can help accelerate a career. Success in this course requires playing an active role through a field research project that facilitates knowledge, skill and competency in developing a company's product line and robust communication strategy and plan for implementation.

Contacts**Program Web Address:**

<https://www.temple.edu/academics/degree-programs/marketing-research-and-analytics-ms-bu-mra-ms>

Department Information:

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Submission Address for Application Materials:

https://foxgraduate.force.com/ERx_Forms__Portal_Register?type=fox

Department Contacts:*Academic Director:*

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