Master of Science
MARKETING ANALYTICS

Discover how companies use big data to reach consumers who will grow their business. You’ll learn how to analyze massive amounts of data, predict what consumers are interested in and explore how to make marketing campaigns more successful.

What You Will Learn

EXPERIENCES TAILORED FOR YOUR CAREER

Datathon Competition
Use your consulting, teamwork and analytical skills to help real businesses understand their data. You’ll also compete for a grand prize.

Action Learning Project Course
Analyze marketing data, report findings and provide useful business recommendations for a real company or organization.

INDUSTRY-SPECIFIC TOOLS YOU WILL USE

- Python
- R
- SAS
- SQL
- Tableau

KEY CONCEPTS EXPLORED

- Advanced Marketing Analytics
- Artificial Intelligence
- Consumer Analysis
- CRM & Privacy Analytics
- Digital Analytics
- Machine Learning
- Market-Based Management
- Market Forecasting
- Microtargeting
- Pricing and Retail Analytics
- Text Mining

STEM Eligible Program

2 OR 3 Semesters 30 Credits

FACULTY PROFILES

Lingling Zhang
Doctorate in marketing from Harvard Business School.
Expert in digital platform strategy and multi-channel marketing.

Michel Wedel
Distinguished University Professor
Pepsico Chair in Consumer Science
Expert in marketing analytics, eye-tracking and visual marketing.

2020 STUDENT PROFILE

311 Average GRE Score
3.4 Average Undergrad GPA
658 Average GMAT Score
64% Women
Where Your Degree Can Take You

**$67K**  Average starting salary of our MSMA graduates* (2018)

**52%**  Employers planning to hire job candidates with a master’s degree specializing in analytics (GMAC, 2019)

**23%**  10-year job growth for market research analysts (Bureau of Labor Statistics, 2016 – 2026)

**MUCH FASTER THAN AVERAGE GROWTH**

**BUSINESSES WHO HIRE OUR STUDENTS INCLUDE:**

facebook  Marriott International  MERKLE  amazon.com  EY

**POPULAR INDUSTRIES**

- Consulting
- Hospitality
- Advertising and Marketing
- Media and Entertainment
- Market Research
- Technology
- Consulting
- Market Research
- Technology

**POSSIBLE JOBS**

- Data Scientist
- Marketing, Business or Data Analyst
- Consumer Insights or Strategy Consultant
- Digital Campaign Analyst
- Social Media Analyst
- Web Analytics Manager

*Data for 2018 graduates who reported their U.S. salaries to Maryland Smith’s Office of Career Services.

You will gain key skills that help companies understand their preferences and behavior while also preserving consumer privacy. When you work with employers through an action learning project, you’ll put into action what you’ve learned, which prepares you for success.

P.K. Kannan
Dean’s Chair in Marketing Science

**EARN A P.G. IN MARKETING SCIENCE OR A M.S. IN MARKETING ANALYTICS**

**CALL: 301.405.2559  EMAIL: SMITHMASTERS@UMD.EDU  VISIT: RHSMITH.UMD.EDU/MS**

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