

MASTER OF BUSINESS ADMINISTRATION, MARKETING DATA ANALYTICS SPECIALIZATION

This program is not currently accepting applications.

Requirements

Effective Fall 2023

Code	Title	Credits
Required Core Courses:		
BUS 500	Foundations for Business Impact	2
BUS 601	Quantitative Business Analysis	2
BUS 614	Accounting Concepts	2
BUS 620	Leadership and Teams	2
BUS 626	Managing Human Capital	2
BUS 630	Information Management	2
BUS 640	Financial Principles and Practice	2
BUS 655	Marketing Management	2
BUS 656	Marketing Strategy and Planning	2
Select two courses from the following:		4
BUS 615	Managerial Accounting	
BUS 616	Financial Reporting and Analysis	
BUS 635	Business Economics for the World Market	
BUS 641	Financial Markets and Investments	
Select one course from the following:		3
CIS 576	Business Data Visualization	
CIS 601/MGT 601	Enterprise Computing and Systems Integration	
Required Specialization Courses:		
CIS 505	Database Concepts	1
CIS 570	Business Intelligence	3
CIS 575	Applied Data Mining and Analytics in Business	3
MKT 610	Qualitative Marketing Research Methods	1
MKT 621	Search Engine Marketing and Optimization	1
MKT 650	Data Analytics	2
MKT 651	Applied Data Analytics	2
MKT 670	Digital Marketing	1
MKT 686	Marketing Practicum	2
Select 1 credit elective with approval of graduate advisor.		1
Program Total Credits:		42

A minimum of 42 credits are required to complete this program.

Requirements for All Graduate Degrees

For more information, please visit Requirements for All Graduate Degrees (<https://catalog.colostate.edu/general-catalog/graduate-bulletin/graduate-study/procedures-requirements-all-degrees/>) in the Graduate

and Professional Bulletin (<https://catalog.colostate.edu/general-catalog/graduate-bulletin/>).

Summary of Procedures for the Master's and Doctoral Degrees

NOTE: Each semester the Graduate School publishes a schedule of deadlines. Deadlines are available on the Graduate School website (<https://graduateschool.colostate.edu/deadline-dates/>). Students should consult this schedule whenever they approach important steps in their careers.

Forms (<https://graduateschool.colostate.edu/forms/>) are available online.

Step	Due Date
1. Application for admission (online)	Six months before first registration
2. Diagnostic examination when required	Before first registration
3. Appointment of advisor	Before first registration
4. Selection of graduate committee	Before the time of fourth regular semester registration
5. Filing of program of study (GS Form 6)	Before the time of fourth regular semester registration
6. Preliminary examination (Ph.D. and PD)	Two terms prior to final examination
7. Report of preliminary examination (GS Form 16) - (Ph.D. and PD)	Within two working days after results are known
8. Changes in committee (GS Form 9A)	When change is made
9. Application for Graduation (GS Form 25)	Refer to published deadlines from the Graduate School Website
9a. Reapplication for Graduation (online)	Failure to graduate requires Reapplication for Graduation (online) for the next time term for which you are applying
10. Submit thesis or dissertation to committee	At least two weeks prior to the examination or at the discretion of the graduate committee
11. Final examination	Refer to published deadlines from the Graduate School Website
12. Report of final examination (GS Form 24)	Within two working days after results are known; refer to published deadlines from the Graduate School website
13. Submit a signed Thesis/Dissertation Submission Form (GS Form 30) to the Graduate School and Submit the Survey of Earned Doctorates (Ph.D. only) prior to submitting the electronic thesis/dissertation	Refer to published deadlines from the Graduate School website.
14. Submit the thesis/dissertation electronically	Refer to published deadlines from the Graduate School website
15. Graduation	Ceremony information is available from the Graduate School website