

Marketing - Graduate Programs

Objective: Master of Science in Marketing Research

The objective of the Master of Science in Marketing Research (MSMR) is to prepare students for successful careers in marketing research, marketing planning, product and brand management, and related fields. The program is project oriented; many of the required advanced courses conduct client projects as a part of the course requirements. Most projects are team-based with class members working together to accomplish project objectives.

Assistantships

Graduate Teaching Assistantships may be offered to students who have been accepted in the program. The Marketing Department will request and evaluate applications and select applicants for positions based on departmental needs and university requirements. Graduate Research Assistantships may be offered on an as needed basis. When GRA positions are available, Marketing faculty involved in the project solicit applications from students who have been admitted to the program. Applicants are evaluated by the appropriate faculty.

Scholarships

Students who have been accepted into the program are encouraged to pursue scholarship opportunities within the College of Business and the University by registering with [Scholarshop \(https://uta.academicworks.com/\)](https://uta.academicworks.com/).

Scholarships are funded by donations from MSMR Advisory Board member firms, the MSMR Alumni Association, and individual private and corporate donors. Available funds are reserved for students who have been accepted into the program, enrolled full-time, and in good standing with the University. A faculty committee and, if appropriate, MSMR alumni review applications and select recipients from among eligible applicants based on composite scoring system.

Accreditation

The Master of Science in Marketing Research degree is accredited by the AACSB International - The Association to Advance Collegiate Schools of Business.

Master of Science in Marketing Research

Objective

The MSMR Program is one of only a few in the country that offer a broad-based education of research methods and analytic techniques that put our graduates at the forefront of marketing research candidates. Students complete coursework in research methodology, analytical techniques, and specialized business topics along with two internships, all of which are designed to produce professional researchers capable of developing insight-driven strategy to support business decisions.

Admissions

Admission to the Master of Science in Marketing Research (MSMR) program is based on completion of the general admission requirements of the Graduate School as specified under the Graduate Admissions Requirements and Procedures in the Graduate Catalog.

Admission to any graduate program is limited and competitive. Decisions for the MSMR Program are based on consideration of several factors:

- a. Graduate Index Score
 - The MSMR Program employs an index score to estimate candidates' likelihood of success in business graduate programs.
 - The index score is calculated as $GMAT + (GPA * 200)$.
 - An index score of 1,200 or higher is typical of a successful candidate.
- b. Academic Performance: Grade Point Average (GPA)
 - An undergraduate GPA of 3.25 (on a 4-point scale, as calculated by Graduate Admissions) is typical of a successful candidate. GPA calculation is based on the last 60 hours of the applicant's undergraduate program.
 - A graduate GPA of 3.00 based on at least 24 hours will also be considered.
- c. Graduate Performance Indicator: GMAT/GRE Component & Composite Scores
 - The following test scores are strong predictors of graduate success:
 - GMAT/GRE Quantitative and Verbal scores above the 50th percentile
 - GMAT composite score of 580 or higher
 - Although there is no commonly accepted method for conversion of GRE to GMAT composite scores, [the algorithm provided by the Educational Testing Service \(ETS\) has proven to be a useful tool \(https://www.ets.org/content/dam/ets-org/pdfs/gre/gre-bschool-comparison-tool.xlsx\)](https://www.ets.org/content/dam/ets-org/pdfs/gre/gre-bschool-comparison-tool.xlsx) in estimating a comparable GMAT composite score.
- d. Communication Skills

- The MSMR Program has established communication standards designed to ensure that all students are eligible to perform as Graduate Teaching/Research Assistants.
 - All candidates must complete a face-to-face interview (in-person or online) with the MSMR Program Director.
 - Applicants whose native language is not English must demonstrate a sufficient level of skill with the English language to engender confidence in success in graduate studies. The MSMR Program accepts several forms of assessment, providing that scores meet or exceed the following criteria:
 - IELTS: Band scores of 6.5 on all skills
 - TOEFL iBT: Total Composite 81, with preferred section scores of Listening (16), Reading (20), Speaking (23), and Writing (22).
- e. Personal Statement/Accomplishments
- Statement of Purpose: A thoughtful, well-written statement clearly expressing educational objectives, communicating a passion for marketing research, and providing a glimpse of the applicant's personality.
 - Letters of Recommendation: Letters from three persons familiar with the applicant's academic background and/or work experience who can speak to the applicant's potential for success in graduate school.
- f. Academic & Professional Experience
- Academic Institution: General quality and specific program accreditation of degree-granting institution.
 - Professional Experience: Work experience, professional certification or licensure.

Unconditional Admission

In order to be considered for Unconditional Admission, the applicant must meet criteria 1 through 5 and criterion 6 will be assessed for additional evidence of potential to be successful in this program.

Probationary Admission

Applicants who do not meet the index score requirement (1,200) may be granted probationary admission when other criteria favor admission. Students admitted on probationary status must meet probationary admission conditions as specified by the MSMR Program Director.

Provisional & Deferred Admission

A provisional or deferred admission decision may be granted when the criteria for unconditional or probationary admission are met, but the applicant file is missing one or more credentials

Admission Denial

Following careful review of all available information, if an applicant's record does not provide sufficient evidence to support admission to the program, admission will be denied.

MSMR Degree Requirements

The MSMR program consists of 36 semester hours of advanced courses. The program is open to all applicants with at least a bachelor's degree, but is particularly well-suited for those with an undergraduate degree in one of the following areas:

- Behavioral Sciences (Anthropology / Psychology / Sociology)
- Business (Accounting / Economics / Finance / Management)
- Computer Science / Data Science / Information Systems
- Marketing / Marketing Research
- Mathematics / Statistics

The MSMR curriculum consists of the following courses.

Advanced Courses (Nine Courses Required)

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MARK 5327	RESEARCH FOR MARKETING DECISIONS
MARK 5328	PRODUCT MANAGEMENT
MARK 5337	MARKETING ANALYTICS AND INFORMATION MANAGEMENT
MARK 5338	CUSTOMER EXPERIENCE AND QUALITATIVE RESEARCH
MARK 5340	MARKETING STRATEGY
MARK 5341	ADVANCED TOPICS IN MARKETING RESEARCH I
MARK 5343	ADVANCED RESEARCH ANALYSIS I
MARK 5344	ADVANCED RESEARCH ANALYSIS II
MARK 5396	MARKETING RESEARCH INTERNSHIP I

Elective Courses (Three Courses Required)

9

MARK 5320	BUYER BEHAVIOR
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MARK 5330	SERVICES MARKETING MANAGEMENT
MARK 5342	ADVANCED TOPICS IN MARKETING RESEARCH II
MARK 5350	MULTICULTURAL RESEARCH METHODS
MARK 5370	SOCIAL MEDIA MARKETING
MARK 5382	INDEPENDENT STUDIES IN MARKETING
MARK 5397	MARKETING RESEARCH INTERNSHIP II
ECON 5313	DECISIONS AND STRATEGY
ECON 5314	ECONOMIC ANALYSIS FOR BUSINESS DECISIONS
ECON 5315	COMPETITION, INNOVATION, AND STRATEGY
ECON 5331	PROJECT EVALUATION AND FEASIBILITY ANALYSIS
ECON 5336	APPLIED BUSINESS AND ECONOMICS DATA ANALYSIS I
ECON 5337	BUSINESS & ECONOMIC FORECASTING
ECON 5338	APPLIED TIME SERIES
ECON 5339	APPLIED BUSINESS AND ECONOMICS DATA ANALYSIS II
ECON 5341	ADVANCED BUSINESS AND ECONOMIC DATA ANALYTICS
ECON 5343	CAUSAL INFERENCE FOR BUSINESS DECISIONS
INSY 5309	OBJECT-ORIENTED BUSINESS PROGRAMMING
INSY 5335	APPLIED DATABASE MANAGEMENT
INSY 5336	PYTHON PROGRAMMING
INSY 5337	DATA WAREHOUSING AND BUSINESS INTELLIGENCE
INSY 5339	PRINCIPLES OF BUSINESS DATA MINING
INSY 5360	COMPUTATIONAL TECHNIQUES FOR BUSINESS ANALYTICS
INSY 5376	BIG DATA ANALYTICS
INSY 5377	WEB AND SOCIAL ANALYTICS
INSY 5378	DATA SCIENCE: A PROGRAMMING APPROACH
INSY 5380	SOCIAL NETWORK ANALYSIS
MANA 5326	ORGANIZATION DEVELOPMENT AND CHANGE
MANA 5330	NEGOTIATIONS & CONFLICT MANAGEMENT
MANA 5333	MANAGEMENT OF TECHNOLOGICAL INNOVATION
MANA 5334	ORGANIZATION CONSULTING & RESEARCH
MANA 5339	ENTREPRENEURSHIP
MANA 5344	EVIDENCE-BASED MANAGEMENT
MANA 5350	EFFECTIVE LEADERSHIP
MANA 5360	LEADERSHIP AND TEAMS

Total Hours

36

Marketing Research Internship

The Marketing Research Internships (MARK 5396 and MARK 5397) represent an integrative component of the MSMR program. Although the program has built relationships with some companies, MSMR students are ultimately responsible for securing their own internships.

Students must have completed nine hours of graduate marketing coursework (three MARK courses) prior to enrolling in an internship course. Most students enroll in their first internship during the summer term following their first year in the program.

Internships must meet criteria established to ensure the opportunity to apply research skills developed in the MSMR curriculum. Basic internship criteria include the following:

- Intern tasks and responsibilities must include marketing research; duties may also include marketing, sales, and/or database management
- There must be an experienced research professional on staff, providing guidance and direction on the design and execution of research in a business context.
- Interns should have the opportunity to be involved in all aspects of research, including design, planning, management, and delivery of results, providing them with experience with research from start to finish.
- Employment must...

- Be for a minimum of 240 hours (six weeks full-time, 12 weeks part-time).
- Align with one term on the University academic calendar (fall, spring, summer).
- Include compensation sufficient to provide student with income beyond the costs of enrollment in the marketing research internship course.

The MSMR Program Director will...

- Review and approve internship opportunities in advance.
- Secure an intern performance assessment from the employer at the close of the internship.
- Provide the intern with feedback and direction based on the performance assessment.

Admission and Degree Requirements

Please see the [Ph.D.in Business Administration \(http://catalog.uta.edu/archives/2023-2024/business/administration/#doctoraltext\)](http://catalog.uta.edu/archives/2023-2024/business/administration/#doctoraltext) section of this catalog for admission and degree requirements for the Ph.D.in Business Administration (Marketing emphasis)