

BBA or BS in Business to Master of Science in Marketing Research Fast Track

About This Program

The Bachelor of Business Administration or Bachelor of Science in Business to Master of Science in Marketing Research Fast Track enables outstanding senior undergraduate students in the College of Business to satisfy degree requirements leading to a Marketing Research MS while completing their undergraduate studies. Pathways are available from any undergraduate degree in the College that includes the required fast track foundations courses.

ASSOCIATED PROGRAMS

For detailed information about the programs associated with this Fast Track, refer to their individual degree pages.

Accounting BBA (<https://catalog.uta.edu/archives/2025-2026/business/accounting/undergraduate/accounting-bba/>)

Accounting BS (<https://catalog.uta.edu/archives/2025-2026/business/accounting/undergraduate/accounting-bs/>)

Business Analytics BS (<https://catalog.uta.edu/archives/2025-2026/business/infosystems/undergraduate/bus-analytics-bs/>)

Economics BBA (<https://catalog.uta.edu/archives/2025-2026/business/economics/undergraduate/econ-bba/>)

Economics BS (<https://catalog.uta.edu/archives/2025-2026/business/economics/undergraduate/econ-bs/>)

Entrepreneurship BBA (<https://catalog.uta.edu/archives/2025-2026/business/management/undergraduate/entrepreneurship-bba/>)

Finance BBA (<https://catalog.uta.edu/archives/2025-2026/business/finance/undergraduate/finance-bba/>)

Human Resource Management BBA (<https://catalog.uta.edu/archives/2025-2026/business/management/undergraduate/human-resource-management-bba/>)

Hospitality Management BBA (<https://catalog.uta.edu/archives/2025-2026/business/management/undergraduate/hospitality-bba/>)

Hospitality Management BS (<https://catalog.uta.edu/archives/2025-2026/business/management/undergraduate/hospitality-bs/>)

Information Systems BBA (<https://catalog.uta.edu/archives/2025-2026/business/infosystems/undergraduate/information-systems-bba/>)

Information Systems BS (<https://catalog.uta.edu/archives/2025-2026/business/infosystems/undergraduate/information-systems-bs/>)

International Business BBA (Chinese) (<https://catalog.uta.edu/archives/2025-2026/business/administration/undergraduate/international-business-chinese-bba/>)

International Business BBA (French) (<https://catalog.uta.edu/archives/2025-2026/business/administration/undergraduate/international-business-french-bba/>)

International Business BBA (German) (<https://catalog.uta.edu/archives/2025-2026/business/administration/undergraduate/international-business-german-bba/>)

International Business BBA (Korean) (<https://catalog.uta.edu/archives/2025-2026/business/administration/undergraduate/international-business-korean-bba/>)

International Business BBA (Russian) (<https://catalog.uta.edu/archives/2025-2026/business/administration/undergraduate/international-business-russian-bba/>)

International Business BBA (Spanish) (<https://catalog.uta.edu/archives/2025-2026/business/administration/undergraduate/international-business-spanish-bba/>)

Management BBA (<https://catalog.uta.edu/archives/2025-2026/business/management/undergraduate/management-bba/>)

Marketing BBA (<https://catalog.uta.edu/archives/2025-2026/business/marketing/undergraduate/marketing-bba/>)

Operations & Supply Chain Management BBA (<https://catalog.uta.edu/archives/2025-2026/business/infosystems/undergraduate/ops-supply-chain-management-bba/>)

Real Estate BBA (<https://catalog.uta.edu/archives/2025-2026/business/finance/undergraduate/real-estate-bba/>)

Sales BBA

Marketing Research MS (<https://catalog.uta.edu/archives/2025-2026/business/marketing/graduate/market-research-ms/>)

Admissions Criteria

An undergraduate Business student will apply:

- within 30 hours of completing a bachelor's degree
- upon completion of at least 30 hours at UTA, achieving an overall UTA GPA of 3.3 or better
- with an overall GPA of 3.3 or better in all college courses (at all schools), and
- with a UTA Business GPA of 3.3 or better.

Additionally, a candidate must have completed at UTA Arlington 12 hours of undergraduate fast track foundation courses with a minimum GPA of 3.5:

- [ECON 3310](https://catalog.uta.edu/archives/2025-2026/search/?P=ECON%203310) (<https://catalog.uta.edu/archives/2025-2026/search/?P=ECON%203310>) MICROECONOMICS or [ECON 3312](https://catalog.uta.edu/archives/2025-2026/search/?P=ECON%203312) (<https://catalog.uta.edu/archives/2025-2026/search/?P=ECON%203312>) MACROECONOMICS
- [FINA 3313](https://catalog.uta.edu/archives/2025-2026/search/?P=FINA%203313) (<https://catalog.uta.edu/archives/2025-2026/search/?P=FINA%203313>) BUSINESS FINANCE
- [MARK 3321](https://catalog.uta.edu/archives/2025-2026/search/?P=MARK%203321) (<https://catalog.uta.edu/archives/2025-2026/search/?P=MARK%203321>) PRINCIPLES OF MARKETING
- [BSTAT 3321](https://catalog.uta.edu/archives/2025-2026/search/?P=BSTAT%203321) (<https://catalog.uta.edu/archives/2025-2026/search/?P=BSTAT%203321>) INTERMEDIATE STATISTICS FOR BUSINESS ANALYTICS or [BSTAT 3322](https://catalog.uta.edu/archives/2025-2026/search/?P=BSTAT%203322) (<https://catalog.uta.edu/archives/2025-2026/search/?P=BSTAT%203322>) ADVANCED STATISTICS FOR BUSINESS ANALYTICS

For automatic admission to the MS Marketing Research program, students must complete the following graduate courses:

- [BSTAT 5325](https://catalog.uta.edu/archives/2025-2026/search/?P=BSTAT%205325) (<https://catalog.uta.edu/archives/2025-2026/search/?P=BSTAT%205325>) ADVANCED METHODS FOR ANALYTICS or [MARK 5337](https://catalog.uta.edu/archives/2025-2026/search/?P=MARK%205337) (<https://catalog.uta.edu/archives/2025-2026/search/?P=MARK%205337>) MARKETING ANALYTICS AND INFORMATION MANAGEMENT
- [MARK 5327](https://catalog.uta.edu/archives/2025-2026/search/?P=MARK%205327) (<https://catalog.uta.edu/archives/2025-2026/search/?P=MARK%205327>) RESEARCH FOR MARKETING DECISIONS
- APPROVED MARK Elective

An undergraduate student who successfully completes the fast-track graduate coursework with grades of B or better will graduate with the undergraduate degree and will be automatically admitted to graduate study. The student will not be required to take the Graduate Management Admissions Test (GMAT), will not have to complete the normal Graduate School application for admission, and will not have to pay the related application fee.

Curriculum

Baccalaureate Program

Complete non-elective requirements for BBA including the following used to determine eligibility for the fast track: 96

ECON 3310	MICROECONOMICS	
or ECON 3312	MACROECONOMICS	
FINA 3313	BUSINESS FINANCE	
MARK 3321	PRINCIPLES OF MARKETING	
BSTAT 3321	INTERMEDIATE STATISTICS FOR BUSINESS ANALYTICS	
or BSTAT 3322	ADVANCED STATISTICS FOR BUSINESS ANALYTICS	

Complete elective requirements for BBA including the following, which also count toward the MS Marketing Research: 24

BSTAT 5325	ADVANCED METHODS FOR ANALYTICS	
or MARK 5337	MARKETING ANALYTICS AND INFORMATION MANAGEMENT	
MARK 5327	RESEARCH FOR MARKETING DECISIONS	
5000-Level MARK Elective		

MS Foundations

MARK 5320	BUYER BEHAVIOR	3
MARK 5338	APPLIED QUALITATIVE RESEARCH IN BUSINESS	3
MARK 5341	CONTEMPORARY TOPICS IN MARKETING RESEARCH	3
MARK 5343	MULTIVARIATE MODELS FOR BUSINESS DECISIONS	3
MARK 5344	BUSINESS PREDICTION & CLASSIFICATION TOOLS	3
MARK 5396	MARKETING RESEARCH INTERNSHIP I	3

MS Electives

Select 9 hours with advisor approval.

9

Total Hours

147

Advising Resources

Contact the Marketing Department for graduate program inquiries and academic advising.

Location:

College of Business Building, Room 234

Email:

msmr@uta.edu

Phone:

817-272-2876

Web:

Department of Marketing (<https://www.uta.edu/academics/schools-colleges/business/departments/marketing/>)