

# Master of Science in Marketing Research

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## About This Program

Marketing research is essential for strategic planning, helping business leaders make informed decisions that reduce risks and maximize returns. In a competitive market, companies must consistently conduct research to refine products and services and understand shifts in buyer needs and preferences. Effective marketing research ensures companies know their target audience, what they want, and how to attract them.

The Master of Science in Marketing Research program is one of only a few in the country that offers a broad-based education in research methods and analytic techniques applied to solve business problems related to product development, branding and positioning, customer experience, pricing, and product distribution, making our graduates sought-after business insights professionals.

Students complete coursework in research methodology, analytical techniques, and specialized business topics, along with one internship, all of which are designed to produce professional researchers capable of developing insight-driven strategies to support business decisions.

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)
- Communication Studies (Advertising, Communication Technology, Public Relations)
- Computer Science / Data Science / Information Systems
- Marketing / Marketing Research
- Mathematics / Statistics
- Product Design and Development/UX/UI Design/Engineering

## Competencies

1. Upon completion, students will be able to discern the organization's need for marketing research.
2. Upon completion, students will be able to design the blueprint for execution of a primary marketing research effort.
3. Upon completion, students will be able to discover insights from data through analysis and exploration.
4. Upon completion, students will be able to disseminate insights with recommendations for organizational actions.

## Admissions Criteria

The MSMR Graduate Advisor reviews all applications and determines if they qualify for unconditional admissions. Applicants who do not satisfy the conditions for admission are referred to the MSMR Admissions Committee for consideration.

An applicant whose native language is not English must demonstrate a sufficient level of skill with the English language to assure success in graduate studies as defined in the TOEFL and IELTS Test Score Minimums section under Admissions Requirements and Procedures in the Graduate Catalog.

### Unconditional Admission without Committee Review

Applicants qualify for unconditional admission without the need for review by the MSMR Admission Committee if they have a bachelor's degree with a GPA of 3.0 or higher from an AACSB-accredited college or university (or equivalent) and have an overall score at or above the 30th percentile on the GMAT exam or have scores at the 30th percentile or higher in both the verbal and quantitative areas of the GRE exam. The GRE is accepted but the GMAT is preferred.

### GMAT/GRE Waiver

A waiver of the GMAT/GRE and unconditional admission will be considered for applicants who meet one of the following conditions:

- Have earned a 3.5 GPA (or higher) in two calculations (cumulative and last 60 hours) with an earned undergraduate degree from an AACSB accredited college or university, or equivalent.
- An earned graduate degree or a graduate certificate (at least 9 credit hours) from a professionally and/or regionally accredited school with a 3.0 GPA (or higher) for all graduate coursework.

### Admission with Committee Review

Applicants who do not meet the requirements for unconditional admission without committee review may still be granted unconditional or probationary admission upon review by the MSMR admissions committee upon a holistic review of their application. While no one factor serves as the primary determinant of admission and standardized test scores are not strictly required, it is recommended that applicants who lack prior work experience in the market research industry submit scores on the GMAT (preferred) or GRE exams to enhance the overall quality of their application. These applicants must also:

- Submit a statement of purpose of 250 words or more. Candidates' Statement of Purpose should express their educational objectives and indicate a clear interest in the field of marketing research and/or insights.
- Submit a resumé or CV that clearly details the candidate's professional experience.
- Provide two letters of recommendation from person's familiar with the applicant's academic background who can speak to the applicant's potential for success in graduate school.

The MSMR admissions committee will grant Unconditional Admission, Probationary Admission, Provisional Admission, Defer or Deny admission based on the holistic review of all these factors, along with a transcript evaluation to determine how academically prepared the student is for the rigor of the MSMR program.

When applicants are admitted on a probationary basis, they must complete the first two semesters of the MSMR program (at least 12 hours) with a cumulative GPA of 3.0 or better to gain unconditional admission.

### Provisional Admission

An applicant who has submitted all official transcripts prior to the admission deadline but has not provided supplemental documents (i.e., official GMAT or GRE test scores and letters of recommendation) may be granted provisional admission at the discretion of the program director and or review committee if the student appears to meet admission requirements. Complete and satisfactory credentials must be received by the admitting program before the end of the semester in which the student has registered in a provisional status. Provisional admission does not guarantee subsequent admission on an unconditional basis.

### Deferred and Denied Admission

A deferred decision may be made when an applicant's file is not sufficiently complete to make an admission decision, or when an applicant needs to improve certain criteria to enhance their competitive status for future admission consideration. For an applicant lacking sufficient evidence to indicate potential for academic success as an MSMR student, admission will likely be denied. All applicant data will be carefully reviewed before an admission denial is made. The decision to defer/deny admission is not based on any single criterion.

## Curriculum

### Foundations

MARK 5320	BUYER BEHAVIOR	3
MARK 5327	RESEARCH FOR MARKETING DECISIONS	3
BSTAT 5325	ADVANCED METHODS FOR ANALYTICS <sup>1</sup>	3
or MARK 5337	MARKETING ANALYTICS AND INFORMATION MANAGEMENT	
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

### Electives

Select twelve hours from the following:		12
MARK 5328	PRODUCT MANAGEMENT	
MARK 5330	SERVICES MARKETING MANAGEMENT	
MARK 5337	MARKETING ANALYTICS AND INFORMATION MANAGEMENT	
MARK 5340	MARKETING STRATEGY	
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	
BCOM 5375	ADVANCED BUSINESS COMMUNICATION THEORY & PRACTICE	
ECON 5300	ADVANCED COMMUNICATION FOR BUSINESS AND ECONOMIC PROFESSIONALS	

### Total Hours

36

<sup>1</sup> MARK 5337 may only replace BSTAT 5325 as a required course with the approval of the MSMR advisor. Only students whose prior coursework demonstrates a strong background in statistics will be allowed to use MARK 5337 as a required course in place of BSTAT 5325.

## Program Completion

### Internship

The Marketing Research Internship (MARK 5396) represents 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 internship.

Students must have completed nine hours of graduate marketing coursework (three MARK courses) prior to enrolling in an internship course. Most students enroll in the 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 150 hours (four weeks full-time, 8 weeks part-time).
  - Align with one term on the University academic calendar (fall, spring, summer).

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.

## 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/>)