

MASTER OF SCIENCE MARKETING ANALYTICS

Discover how companies use big data to reach consumers who will grow their business. Our program fulfills the growing need for experts who understand strategic marketing, back-end data analytics and can communicate innovative solutions that resonate with consumers.

KEY CONCEPTS

- Advanced marketing analytics
- Artificial intelligence
- Consumer analysis
- CRM & privacy analytics
- Machine learning
- Market-based management
- Market forecasting
- Microtargeting
- Pricing and retail analytics
- Text mining

CAREER-TAILORED EXPERIENCES



Participate in Data Competitions

Participate in data competitions and network with top employers who hire our students.



SAS Academic Specialization

Upon gaining proficiency and completing certain courses, you'll meet the requirements for a Tier 3 SAS Academic Specialization credential.

INDUSTRY-SPECIFIC TOOLS

- Python
- R
- SAS
- SQL
- Tableau

PROGRAM DETAILS

STEM ELIGIBLE PROGRAM

2 OR 3
SEMESTERS

30
CREDITS

WHO SHOULD APPLY

Recent college graduates from any academic background who want to use their quantitative skills to help businesses improve their strategic marketing campaigns.

\$67k

Average starting salary of our MSMA graduates* (2020)

\$123k

Average salary of a digital analytics manager with at least six years of experience (Digital Analytics Association)

73%

Percentage of our MSMA students who secure employment within six months of graduating* (2020)

POTENTIAL JOB TITLES

- Data scientist
- Marketing, business or data analyst
- Consumer insights or strategy consultant
- Digital campaign analyst
- Social media analyst
- Web analytics manager

GRADUATES' JOB PLACEMENTS



EXPERT, WORLD-CLASS FACULTY



Christine Schaff

- Three decades of experience in private industry as a senior marketing executive and consultant.
- Founder of CMS Marketing & Communications LLC, a marketing and communications consulting company using empirical models.



Michel Wedel

- Consulted for more than 40 top companies globally.
- Recipient of eight lifetime achievement awards.
- Expert in marketing analytics, eye-tracking and visual marketing.

“

I was a communications undergrad on the PR track, and my dream job is to work at a PR agency. Agencies need people who are creative enough to think of campaigns that spark interest, but also those who can measure the success of a campaign using data. Instead of hiring two people, they can hire me.

”

— Melis Tuman, MS Marketing Analytics '22

*Data for 2020 graduates who reported their U.S. salaries to Maryland Smith's Office of Career Services.

LEARN MORE

CALL: 301.405.2559 | EMAIL: SMITHMASTERS@UMD.EDU | VISIT: GO.UMD.EDU/MSMA

