



MASTER OF SCIENCE IN MARKETING RESEARCH & ANALYTICS

The 30-Hour Master's in Marketing Research and Analytics program focuses on both quantitative and qualitative methods and their application in a marketing context. Students will learn to analyze data using cutting edge statistical techniques and how to apply the results to guide and support marketing-related decisions in companies.

Named the number one Most Affordable Online Master's in Marketing in 2020, currently ranked 28th by the 2024 U.S. News and World Report ranking, ranked the number 17 best online, non-MBA program in the nation in 2021, the Rawls College Master's in Marketing Research and Analytics program prepares graduates for success in an ever-expanding industry.

COMPANIES HIRING IN THIS FIELD

Anheuser-Busch
Burke
Capital One

Coca-Cola
FedEx
GfK

The Nielsen Company
PepsiCo
Toyota

PROGRAM HIGHLIGHTS



**BEGIN COURSEWORK
ANY SEMESTER &
100% ONLINE**



SCHOLARSHIPS AVAILABLE
on a competitive basis

APPLICATION PROCESS

APPLY

Texas Tech
Graduate School



Pay a \$75 non-refundable application fee.

Submit:

- Resume
- Official transcripts from all colleges, universities, and post-secondary institutions that you have attended
- Official proof of English proficiency for international students
- One letter of recommendation
- Essay questions

Questions?

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