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.

**Bob McDonald**  
*Professor, Marketing and Supply Chain Management*  
“Businesses want to understand what is going on in their market and they want to understand their customers. Students who graduate with the skills to read and understand consumer behavior will have tremendous career opportunities.”

**Deidre Popovich**  
*Assistant Professor, Marketing and Supply Chain Management*  
“The field of marketing research is on the rise. As companies gather more data about their consumers, they will be looking for qualified individuals to analyze this data in a meaningful way.”

**COMPANIES HIRING IN THIS FIELD**
- Anheuser-Busch
- Burke
- Capital One
- Coca-Cola
- FedEx
- GfK
- IBM
- Microsoft
- Millward Brown
- PepsiCo
- The Nielsen Company
- TNS
- Toyota

**PROGRAM HIGHLIGHTS**

**BEGIN COURSEWORK**  
ANY SEMESTER

100% ONLINE

**PART-TIME SCHEDULE**  
ALLOWS YOU TO EARN YOUR DEGREE IN AS LITTLE AS 2 YEARS
CAREER OPPORTUNITIES

- Client Manager
- Consumer Insights
- Analyst/Manager
- Market Research Analyst/Consultant
- Marketing Analyst
- Marketing Research Analyst
- Product Manager
- Research Consultant

Application Process

Apply:
Texas Tech Graduate School

Submit:
- Resume
- Unofficial transcripts from all degree-awarding institutions of higher education
- Official proof of English proficiency for international students
- At least 1 letter of recommendation
- Responses to short essay questions on application

Pay:
a non-refundable application fee

Scholarships

Students are considered for a competitive scholarship as part of their application.
Visit grad.ba.ttu.edu/ms/msmr to learn more.

Program Requirements - 30 credit hours

- MKT 5360 | Marketing Concepts and Strategies
- MKT 5370 | Advanced Statistics for Marketing
- MKT 5371 | Measurements and Survey Research in Marketing
- MKT 5372 | Qualitative Research in Marketing
- MKT 5373 | Market Forecasting and Analytics
- MKT 5374 | Digital Marketing Analytics
- MKT 5375 | Experimental Design and Analysis in Marketing
- MKT 5376 | Methods in Research Design, Data Acquisition, and Analysis in Consumer Behavior
- MKT 5377 | Applications of Marketing Research
- MKT 5378 | Marketing Concepts and Strategies
- MKT 5379 | Marketing Analytics Basics
- ISQS 5345 | Statistical Concepts for Business and Management

Pay:
a non-refundable application fee

Program Cost

Visit sbs.ttu.edu to access the tuition estimator.

QUESTIONS?:
Rawls Graduate and Professional Programs

Rawls.professional@ttu.edu
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