



Master of Science in Marketing Science (MS-MSci) FULL-TIME PROGRAM CURRICULUM PLAN

MSCI DEGREE REQUIREMENTS

Upon formal admission to the Master of Science in Marketing Science program, a student must fulfill the following requirements in order to receive the MS-MSci degree:

- 1) A minimum of 30 credits of approved graduate-level coursework
- 2) The appropriate distribution of required core courses and elective courses
 - a. 7.5 credits of introductory business courses are required
 - b. 15.0 credits of core courses are required
 - c. 7.5 credits of elective courses are required
- 3) A minimum cumulative quality point average (QPA) of 3.0 (B)

Introduction to Business (Required total: 7.5 credits):

No	Course	Credits
1	BMKT 2409 Marketing Management	1.5
2	BQOM 2401 Statistical Analysis	3.0
3	BECN 2401 Business Economics	3.0

Core Courses (Required total: 15.0 credits):

No	Course	Credits
1	BMKT 2031 Marketing Research	3.0
2	BMKT 2035 Consumer Behavior	3.0
3	BMKT 2544 Shopper Analytics	3.0
4	BMKT 2551 Digital & Social Media Analytics	1.5
5	BMKT 2553 Social Media Strategy	1.5
6	EBL Project Course (ex: Consulting Field Project, Applied Behavioral Economics or other approved by Faculty Director)	3.0

Elective Courses (Required minimum: 7.5 credits):

Course	Credits
BMKT 2032 Applied Behavioral Economics	3.0
BMKT 2526 Product Development & Management	3.0
BMKT 2532 Pricing Strategies & Tactics	1.5
BMKT 2569 Brand Management	3.0
BQOM 2546 Project Management Fundamentals & Analytics	1.5
BIND 2024 Consulting Field Project	3.0
BMIS 2542 Data Programming with Python	3.0
BMIS 2551 Project Management Concepts & Processes	3.0

Students may take courses offered by other Pitt Schools, with the permission of the faculty director and the approval of the school that is offering the course. Registration is also dependent on whether seats in the course are available during open enrollment.

Here are examples of courses that have been approved in prior academic years.

BIOST 2093 SAS Data Management & Analysis (2 credits) (School of Public Health) PLUS BMKT 2060 Independent Study (1 credit)	3.0
LING 2330 Introduction to Computational Linguistics (School of Arts & Sciences)	3.0

MSCI SAMPLE SCHEDULE

Full-Time MSCI students are eligible to enroll for a maximum of 15 credits per semester.

Master of Science in Customer Insights (MSCI)

❖ Fall Term – 15 credits

* BECN 2401	Business Economics for Managerial Decisions (core)	3.0 credits
* BQOM 2401	Statistical Analysis (core)	3.0 credits
* BMKT 2031	Marketing Research (core)	3.0 credits
* BMKT 2409	Marketing Management (core)	1.5 credits
* BMKT 2544	Shopper Analytics (core)	3.0 credits
* Elective(s)		1.5 credits

❖ Spring Term – 15 credits

* BMKT 2035	Consumer Behavior (core)	3.0 credits
* BMKT 2551	Digital & Social Media Analytics (core)	1.5 credits
* BMKT 2553	Social Media Strategy (core)	1.5 credits
* BIND 2024	EBL Project Course (core)	3.0 credits
* Elective(s)		6.0 credits

MSCI COURSE SELECTION AND SEQUENCING

In order to make the most of the Katz MBA experience, each student is encouraged to work with his/her academic advisor, career advisor, and Katz faculty in order to align elective coursework with professional aspirations. Students may reference course offerings and descriptions for a given term within the 'Schedules and Course Abstracts' section via [StudentNet](#).

The following tables are a helpful tool for students to work with his/her advisors and Katz faculty to plan course selection and sequencing.

MSCI Required Courses (22.5 credits)

Course Number	Course Title	Credits	Term Planned	Term Completed
BMKT 2409	Marketing Management	1.5	Fall	
BQOM 2401	Statistical Analysis	3.0	Fall	
BECN 2401	Business Economics	3.0	Fall	
BMKT 2531	Marketing Research	3.0	Fall	
BMKT 2544	Shopper Analytics	3.0	Fall	
BMKT 2035	Consumer Behavior	3.0	Spring	
BMKT 2551	Digital & Social Media Analytics	1.5	Spring	
BMKT 2553	Social Media Strategy	1.5	Spring	
BMKT 25xx	EBL Project Course	3.0	Spring	

MSCI Elective Courses (7.5 credits required)

Course Number	Course Title	Credits	Term Planned	Term Completed
BMKT 2032	Applied Behavioral Economics (approved for Customer Insights project course)	3.0	Spring	
BMKT 2526	Product Development & Management	3.0	Spring	
BMKT 2532	Pricing Strategies and Tactics	1.5	Spring	
BMKT 2569	Brand Management	1.5	Fall	
BQOM 2546	Project Management Fundamentals & Analytics	1.5	Fall	
BQOM 2578	Data Mining (prerequisite: Statistics)	3.0	Fall	
BIND 2024	Consulting Field Project (approved for Customer Insights project course)	3.0	Spring	
BMIS 2542	Data Programming with Python	3.0	Fall or Spring	
BMIS 2551	Project Management Concepts & Processes	3.0	Fall or Spring	