MSMA

January 2026 Starts

Spring 2026			Fall 2026		Spring 2027	
Spring A	**Spring B**	**Summer**	**Fall A**	**Fall B**	**Spring A**	**Spring B**
MGC461 - Professional Communication (4 credits)		GBA478 - AI and Business	GBA463 - Economics and Marketing Strategy for MS Students	MKT414 - Pricing Policies	MKT465 - Marketing Analytics Project (3 credits)	
GBA464 - Programming for Analytics	GBA424 - Analytics Design and Applications		CIS467 - Data Management and Warehousing			
GBA462P - Core Statistics for MS Students Using Python	GBA436R - Predictive and Causal Analytics in R		CMC460 - MS Career Strategy & Professional Readiness (1 credit)		**Choose 1 or 2 Electives:**	

Choose 1 or 2 Electives (Fall 2026):

- GBA468P - Prescriptive Analytics with Python
- MKT413- Applied Product Management
- OMG416 - Project Management

Choose 1 or 2 Electives (Spring 2027):

Spring A:
- CIS432 - Machine Learning for Business Analytics
- GBA468P - Prescriptive Analytics with Python
- MKT413- Applied Product Management
- MKT437 - Digital Marketing Strategy
- MKT438 - B2B Pricing

Spring B:
- CIS433 - AI and Deep Learning
- CIS434 - Social Media and Text Analytics
- GBA478 - AI and Business
- MKT431 - Consumer Behavior
- MKT439 - Advanced Pricing
- MKT440 - Pricing Analytics
- MKT451 - Consumer & Brand Research

| Spring Total Credit Hours: 14 | | Summer Total Credits: 2.5 | Fall Credit Hours: 11 or 13.5 | | Spring Credit Hours: 5.5 or 8 | |

Degree Total Credit Hours: 35.5

Accurate as of September 22, 2025.