

# Program Cost Sheet

## Master of Science in Marketing Analytics



- The 2020-2021, 9-month MSMA program taken as 36 continuous semester hours from fall of 2020 to spring 2021, with a total program cost of \$37,080 or \$1,030 per semester hour.
- Tuition is based on a cohort model. Students must complete the program with their cohort to remain eligible for cohort pricing.
- Additional fees include: technology fee (\$250/year), wellness fee (\$100/year), a one-time matriculation fee (\$200), books and materials for coursework.

2020-21 Academic Year		
Term	Credit hours	Cost
Fall 2020	4 courses (16 credits) -BMMA 502 Marketing Strategy & Consumer Behavior – 4 -BMMA 504 Quantitative Marketing Research – 4 -BMMA 508 Qualitative Marketing Research – 4 -BMMA 587 Project Management – 4	\$16,480
J-Term 2021	1 course (4 credits) -BMMA 598 Graduate Research Project in Marketing I – 4	\$4,120
Spring 2021	4 courses (16 credits) -BMMA 524 Advanced Research Methods – 4 -BMMA 526 Big Data and Digital Analytics – 4 -BMMA 530 Data Mining – 4 -BMMA 599 Graduate Research Project in Marketing II – 4	\$16,480