BUILDING A CAREER IN A DATA DRIVEN AGE

A GUIDE TO A MASTER'S IN MARKETING ANALYTICS

PLU | PACIFIC LUTHERAN UNIVERSITY

About This
Resource

This resource is designed to offer a comprehensive look at the opportunities available for those who wish to build a career in analytics. In this resource, you will find information about the growing need for skilled analysts, a background on the field of market research and marketing analytics and a look at how Pacific Lutheran University's Master of Science in Marketing Analytics offers a direct, accelerated pathway to careers in the field.

About **Pacific Lutheran University**

Pacific Lutheran University purposefully integrates the liberal arts, professional studies and civic engagement in the beautiful Pacific Northwest. Founded in 1890 by Norwegian immigrants, PLU continues the distinctive tradition of Lutheran higher education as it seeks to educate students for lives of thoughtful inquiry, service, leadership and care – for other people, for their communities and for the Earth. PLU is committed to the advancement of knowledge, the preparation of citizens in service to the world and to its ongoing reform.

The PLU School of Business is ranked among the best in the world—with the credentials to prove it. PLU was one of the first small, private comprehensive schools to earn the Association to Advance Collegiate Schools of Business (AACSB) accreditation, and has maintained this gold standard of approval continuously since 1971. Our Business programs are personal, and classes are taught by award-winning and dedicated faculty members experienced in the business world and trained in leading-edge practices.

The PLU School of Business seeks to educate students based on a model that combines critical elements of professional education with a commitment to justice and social good. All PLU School of Business graduate programs place strong emphasis on innovation, and leverage an industry-driven curriculum that prepares students for success in their chosen fields.

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The Need for Data Interpreters is Growing

Amazon, Microsoft, other major tech companies, and world-class healthcare systems like UW Medicine: The Seattle area is home to a booming economy of data-driven companies and industries.

It's not just the big tech firms or healthcare systems that rely on millions of data points. Advances in technology across industries mean that every company and organization now has access to detailed consumer and performance data. We have seen such dramatic increases in the sheer volume of data produced by individuals and organizations that news reports describe the phenomenon as a "data explosion."

Our data explosion has created a new set of challenges. For many organizations, it's like having the secret to success spelled out in front of you—but in a foreign language that no one at your company speaks fluently. Data is meaningless unless you can identify what's important, find patterns and turn analysis into concrete suggestions for how to react and adapt.

This is especially true in the field of market research and marketing analytics where companies need to understand what their target audience needs and how their performance stacks up against the competition in order to find an edge in the crowded consumer space.

Data needs interpreters in order to be useful. Companies need employees who can translate data into information, analyze that information and communicate with organizational leadership in order to achieve data-driven decisions and establish a competitive advantage.

You Can Build a Career as an Analyst

According to the Bureau of Labor Statistics (BLS), the demand for market research analysts is expected to grow 20% by 2028, a rate of growth much higher than the average for all occupations. The demand for mathematicians and statisticians who can interpret data is expected to grow by 30% over the same period.

Demand for Market Research Growth

Number of Jobs

Year	Number of Jobs
2018	47,300
2028	61,700

Years
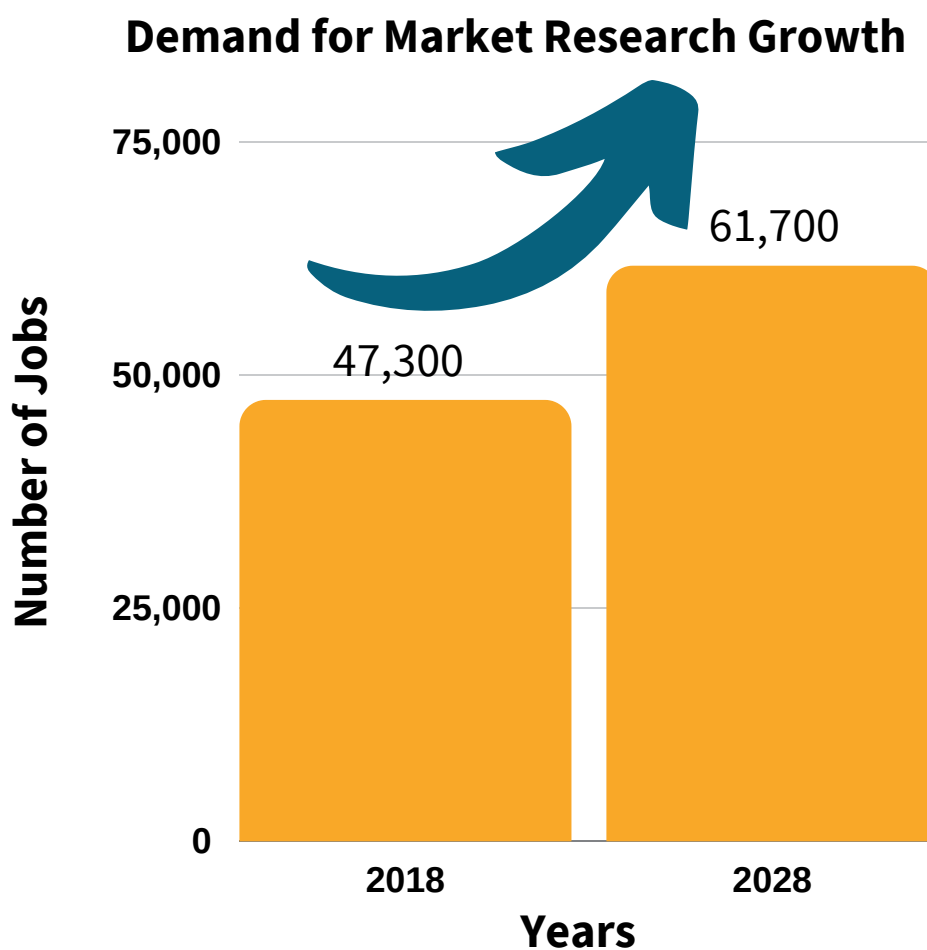
What does this mean for those who are looking to build a successful career or who want to switch fields in order to maximize their opportunity? There has never been a better time to consider a career in analytics, especially marketing analytics.

While some data analysts in highly technical roles have a STEM (Science, Technology, Engineering, Mathematics) background, a career in marketing analytics is not reserved for the statistics and math whizzes of the world. In fact, your experience or educational background in a non-STEM field may have given you valuable skills in:

Project Management	Communication	Psychology
	Marketing	Writing

Add some intensive training in the fundamentals of market research and data analysis through a nine-month Master of Science in Marketing Analytics, and you'll be prepared to launch a new career in this age of data.

Understanding the Field of Market Research and Marketing Analytics

Analytics is a broad field, and careers in the field of analytics can range from highly-technical roles to strategic and communications-focused roles. In this resource, we're exploring the importance of marketing analytics specifically, a key tool for every organization.

Defining Market Research and Marketing Analytics

Market research and marketing analytics focus on collecting information about your consumers, your competitors and industry trends in order to improve the quality of a product or service, provide more targeted communication and drive future growth.

Market research focuses on gathering information from both primary and secondary sources. Primary source research is typically proprietary—you either gather it yourself or pay someone else to gather it for you—and is focused on your specific information needs. Secondary sources are publicly available information sets like reports, studies and census data. All of this information can be described as market research.

Marketing analytics incorporates information like market research, but it also involves thorough and ongoing analysis of the data that your specific organization and your consumers are generating. This includes things like tracking and measuring the success of specific marketing or PR campaigns, testing new messaging based on predetermined metrics, developing user and consumer insights and incorporating marketing insights into company-wide strategic decisions.

Why Do Companies Need Market Research and Marketing Analytics?

Let's recap the two major reasons that market research and marketing analytics are so important:

> Companies need to monitor data that is emerging about their audience, their industry and their competitors in order to stay on the cutting-edge (market research).

> Companies are generating a tremendous amount of internal data that needs to be analyzed and incorporated back into strategic decision making (marketing analytics).

Both of these elements are crucial for companies or organizations that want to stand out and stay competitive in the midst of crowded, noisy industries.
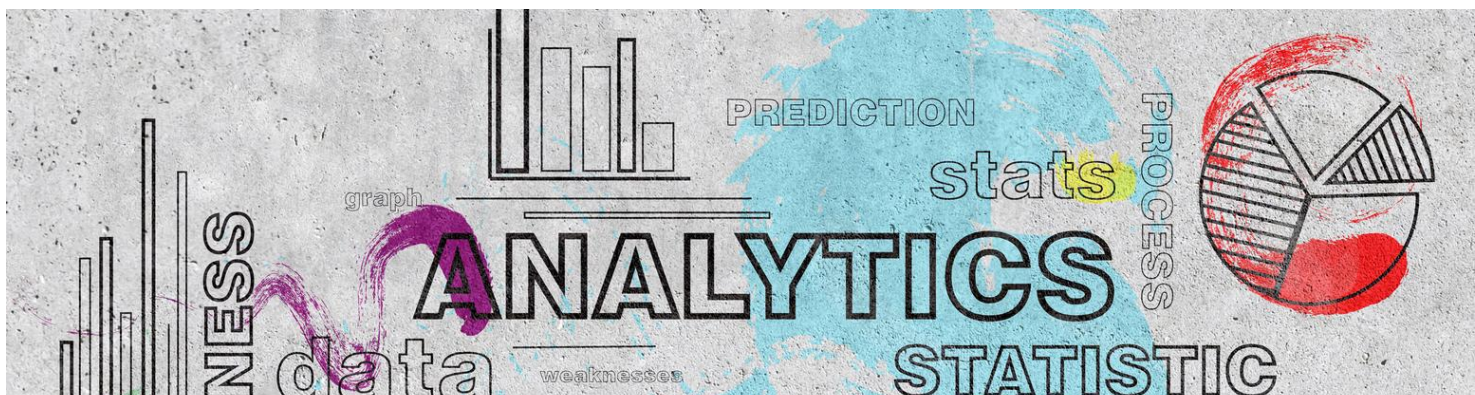
Career Opportunities for Marketing Analysts

One of the reasons marketing analytics can be so powerful is because it bridges the gap between data and the communications and decisions that drive growth. This means that marketing analysts become key players with a seat at the table for major strategy conversations.

We've talked about the data explosion and how this has increased the need for analysts of all kinds. Now, let's take a look at how you can break into the field of marketing analytics and what this could mean for your career opportunities in the Seattle-Tacoma area.

Potential Career Pathways and Job Titles for Market Analysts

Consulting. Research. Data Modeling. Consumer Insights. Communications. All of these are possible fields for someone with skill and experience in marketing analytics.

Here are some potential roles you could pursue:

- Market Research Analyst
- Marketing Manager
- Creative Director
- Brand Manager
- Digital Marketing Specialist
- Marketing Technologist
- Marketing Scientist
- Content Strategist
- Consumer Insights Specialist
- Marketing Specialist
- Big Data Analyst
- Technical Recruiter
- Database Manager
- Account Executive

Salary Expectations and Demand for Market Analysts in Seattle-Tacoma

The Bureau of Labor Statistics paints a promising picture of career opportunity for those interested in market research or marketing analytics.

Here are some key takeaways:

- Marketing specialists (MS) and market research analysts (MRA) in the Seattle-Tacoma area have the second highest annual mean salary for these types of positions in the country, at an annual mean wage of $94,410.

- This second-highest rank for average compensation holds true across the state of Washington, with a state-wide annual mean wage of $88,290, second only to New Jersey.

- The Seattle-Tacoma metropolitan area also has an unusually high concentration of jobs in these fields, the fourth highest in the country.

Annual Salary of Marketing Specialists & Market Research Analysts by Area

Area	Salary
State of Washington	$88,290
Seattle Tacoma Area	$94,410

0   25,000   50,000   75,000   100,000

Annual Salary (Dollars per year)

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Advantages of a Degree in Marketing Analytics

If you don't have a science or data background, you may be wondering how to break into this field.

Are you someone who has dabbled in a variety of roles at a number of organizations, but wants to establish a clear and valuable skill set? Or are you someone who loves their current workplace, but sees a need for more strategic, data-driven decision making and wants to fill the need? Or maybe you're looking for a brand new career that offers you more money and more room to grow?

All of these are good reasons to consider an accelerated graduate degree in marketing analytics. Getting a master's degree in marketing analytics allows you to build skills that you can tailor toward roles in consulting, marketing, communications, content creation, research or data modeling.

A strong degree program will serve as a springboard, allowing you to launch in the direction of a subspecialty that suits your skills and interests.

Reasons to Choose PLU's M.S. in Marketing Analytics

The program is AACSB accredited.

An Association to Advance Collegiate Schools of Business International (AACSB) accreditation means that a program has been thoroughly vetted and has met a rigorous set of standards for quality business education. This accreditation is hard to come by and assures you that you are getting a degree that can offer you a great return on your investment of time and money.

The program is held in-person on PLU's campus

There's a time for online learning, as we keep our students safe, but the learning experience on campus is valuable. A big part of what makes our M.S. in Marketing Analytics program so successful is that students and faculty get to know each other well.

Cohorts are small, and our experienced, connected faculty are committed to building one-on-one relationships with their students. Joining this learning community encourages your development as a person and professional, helping you grow soft skills in networking, discussion and collaboration.

You are career ready in nine months

This program is focused on getting you prepared for immediate transition into your role of choice. Real-world experience on client and research projects helps you develop a professional portfolio and gives you concrete work to discuss, share and highlight in a job interview.

A Closer Look at PLU's Master of Science in Marketing Analytics

The Master of Science in Marketing Analytics (MSMA) at Pacific Lutheran University is designed to take professionals of all ages and backgrounds and give them the tools they need to launch a marketing analytics career, all in just nine months (with an option to complete the program over 18 months, if desired).

The MSMA is a quantitatively rigorous, qualitatively rich, STEM-designated program. The degree offers application of exploratory and measurable research through client projects and prepares candidates for immediate transition into fulfilling careers.

The MSMA is an analytical degree allowing candidates to:
- Know what data to capture and which data collection methods to use
- Understand how to analyze the data using advanced research methods and statistical modeling
- Formulate recommendations to advance business and organizational strategies
- Communicate data-driven decisions with business and organizational leadership

Ethical standards are an important aspect of the MSMA program and are integrated into each course. Students specifically learn the standards for ethical marketing research expected of each marketing professional. Codes of ethical conduct draw from the practice expectations of professional marketing associations.

This 36-credit master's program is intensive, experiential and held in person to maximize interaction and learning.

Explore a full list of course descriptions

Explore a full list of learning outcomes

Explore our archive of student projects

Hear from Alumni about PLU's Master of Science in Marketing Analytics

Liudmyla Ostafiichuck

Nicki Clifford

Hansel Doan

Liudmyla Ostafiichuck

"[MSMA] program helped me gain a foundational knowledge of consumer behavior, analytical methods, and research techniques that are necessary for my everyday work. After graduation, I worked as a Consumer Insights Manager at T-Mobile's Brand, Consumer, and Market Insights department where I led the early tenure Customer Health and Experience program.

I conducted research and analysis to answer questions such as: "What brings customers to T-Mobile?" "What are their needs?" "What are the drivers of customer satisfaction and loyalty?" After a couple of years at T-Mobile, I now [work as a Quantitative Researcher at Facebook and] lead two international tracking studies across consumer-to-consumer purchasing and eCommerce with the goal to understand the needs of Facebook Marketplace users and prospects and the ecosystem in which they're making choices." — Liudmyla Ostafiichuk, Class of '16

Nicki Clifford

"What I love about the program is that it provides students with a set of transferable skills that are desirable to employers in many industries and will help me have flexibility in what I do and where I work. I graduated from PLU with a Bachelor of Science in psychology with minors in politics and government as well as religion.

The MSMA program relates to my undergraduate studies because we delve deep into psychographics and geodemographics, which leads to a more comprehensive view of the human experience.

The MSMA program gives students invaluable experience working with a variety of companies, as well as making sure that students form connections with professionals in the industry. [After just six months in the program], I [had] already done consulting with four clients and [had] attended three networking events." — Nicki Clifford, Class of '17

Hansel Doan

It didn't take long for Hansel Doan, Class of '17, to find the perfect place to photograph his "barista creations," as he cheerfully describes them.

"The lighting was right, the background was clear, and there were no customers gathering in that spot," recalled Doan, who earned a Master of Science in Marketing [Analytics] at Pacific Lutheran University.

At the time, Doan worked part time at a brand new Starbucks store in Lakewood, a way of satisfying his passion for the philosophy behind the iconic green siren logo.

But Doan had no idea those break-time photo shoots in the well-lit corner of that coffee shop would later land him at Starbucks headquarters as a full-time social media designer for the company's global creative studio.

Read the full story of how Doan landed a full-time job as a social media designer with Starbucks during his MSMA.

Connect with Pacific Lutheran University

There's no time like the present to build your dream career in data analytics or marketing. In fact, you are ahead of the curve, as demand and opportunity for analysts increases in the coming decade. An accelerated graduate degree in marketing analytics prepares you to develop creative, strategic and critical thinking skills that translate across industries and roles.

We invite you to get in touch with us for more information and to ask any specific questions you may have about the path to a M.S. in Marketing Analytics. Get started on your future in the age of analytics today!

Request More Information

Attend an Information Session

Schedule a Phone Appointment

Start an Application

Pacific Lutheran University
Connect with the Graduate Admission Team
gradadmission@plu.edu
(253) 535-8570

Connect with the MSMA Program Director
Juanita Reed
reedjj@plu.edu
(253) 535-7252

PLU School of Business

12180 Park Avenue South | Tacoma, WA 98447-0003