

Program Cost Sheet

Master of Science in Marketing Analytics



- The MSMA program requires 36 semester credits for completion. It can be completed in 9 months or over 21 months.
- The tuition for students entering the program in Fall 2021 is \$37,440 or \$1,040 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.

2021-22 Academic Year (for 9-month Option)		
Term	Credit hours	Cost
Fall 2021	4 courses (16 credits) -BMMA 502 Marketing Strategy & Consumer Behavior – 4 -BMMA 504 Quantitative Marketing Research – 4 -BMMA 508 Qualitative Marketing Research – 4 -BMMA 577 Project Management – 4	\$16,640
J-Term 2022	1 course (4 credits) -BMMA 598 Graduate Research Project in Marketing I – 4	\$4,160
Spring 2022	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	\$16,640

2021-23 Academic Year (for 21-month Option)		
Term	Credit hours	Cost
Fall 2021	2 courses (8 credits) -BMMA 502 Marketing Strategy & Consumer Behavior – 4 -BMMA 504 Quantitative Marketing Research – 4	\$8,320
Spring 2022	2 courses (8 credits) -BMMA 526 Big Data and Digital Analytics – 4 -BMMA 530 Data Mining – 4	\$8,320
Fall 2022	2 courses (8 credits) -BMMA 508 Qualitative Marketing Research – 4 -BMMA 577 Project Management – 4	\$8,320
J-Term 2023	1 course (4 credits) -BMMA 598 Graduate Research Project in Marketing I – 4	\$4,160
Spring 2023	2 courses (8 credits) -BMMA 524 Advanced Research Methods – 4 -BMMA 599 Graduate Research Project in Marketing II – 4	\$8,320