

Program Cost Sheet 2024

Master of Science in Marketing Analytics (Hybrid Track)



The MSMA program requires 36 semester credits for completion. The hybrid track follows the same curriculum as the online track and allows students to choose from two schedule options:

1. One-Year Option – Students will take online classes and participate in at least one course per term that will be held on the PLU campus in a traditional classroom setting. New international students are eligible for F-1 or J-1 visa status while studying in the U.S. for the full year.

2. Two-Year Option – Students will complete their first year remotely with fully online classes and complete the second year with a combination of online and in-person classes on the PLU campus. In the first year, international students study online from their home country without being in the F-1 or J-1 visa status. In the second year, students will be eligible for entering the U.S. in F-1 or J-1 status to study on the PLU campus.

Total program tuition: \$39,744 (\$1,104 per semester hour)

Additional fees include: technology fee (\$260/year), wellness fee (\$110/year), a one-time matriculation fee (\$205), books and materials for coursework.

One-Year Option		
Term	Credit hours	Cost
<i>Students complete the program with a combination of online and in-person classes on PLU campus.</i>		
Fall 2024	4 courses (16 credits) - BMMA 502: Marketing Strategy & Consumer Behavior (4) – Online - BMMA 504: Quantitative Marketing Research (4) – Online - BMMA 508: Qualitative Marketing Research (4) – Online - BMMA 577: Project Management (4) – On-campus, one evening per week	\$17,664
J-Term 2025	1 course (4 credits) - BMMA 598: Graduate Research Project in Marketing I (4) – On-campus, several times a week	\$4,416
Spring 2025	4 courses (16 credits) - BMMA 524: Advanced Research Methods (4) – Online - BMMA 526: Big Data and Digital Analytics (4) – Online - BMMA 530: Data Mining (4) – Online - BMMA 599: Graduate Research Project in Marketing II (4) – On-campus, several times a week	\$17,664

Two-Year Option		
Term	Credit hours	Cost
<i>Year One: Students complete their first year remotely in their home residence.</i>		
Fall 2024	2 courses (8 credits) - BMMA 502: Marketing Strategy & Consumer Behavior (4) – Online - BMMA 504: Quantitative Marketing Research (4) – Online	\$8,832
Spring 2025	2 courses (8 credits) - BMMA 526: Big Data and Digital Analytics (4) – Online - BMMA 530: Data Mining (4) – Online	\$8,832

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Year Two: <i>Students complete their second year with a combination of online and in-person classes on PLU campus.</i>		
Fall 2025	2 courses (8 credits) - BMMA 508: Qualitative Marketing Research (4) – Online - BMMA 577: Project Management (4) – On-campus, one evening per week	\$8,832
J-Term 2026	1 course (4 credits) - BMMA 598: Graduate Research Project in Marketing I (4) – On-campus, several times a week	\$4,416
Spring 2026	2 courses (8 credits) - BMMA 524: Advanced Research Methods (4) – Online - BMMA 599: Graduate Research Project in Marketing II (4) – On-campus, several times a week	\$8,832