

Program Cost Sheet 2024

Master of Science in Marketing Analytics (Online Track)



The MSMA program requires 36 semester credits for completion.

Students who wish to take a full course load can finish the program in 9 months. Those who wish to take a lighter course load can opt to finish the program in 21 months.

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

Additional fees include: technology fee (\$270/year), wellness fee (\$110/year), a one-time matriculation fee (\$205), books and materials for coursework.

2024-25 Academic Year (for 9-month Option)		
Term	Credit hours	Cost
Fall 2024	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	\$17,664
J-Term 2025	1 course (4 credits) -BMMA 598: Graduate Research Project in Marketing I – 4	\$4,416
Spring 2025	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	\$17,664

2024-26 Academic Year (for 21-month Option)		
Term	Credit hours	Cost
Fall 2024	2 courses (8 credits) -BMMA 502: Marketing Strategy & Consumer Behavior – 4 -BMMA 504: Quantitative Marketing Research – 4	\$8,832
Spring 2025	2 courses (8 credits) -BMMA 526: Big Data and Digital Analytics – 4 -BMMA 530: Data Mining – 4	\$8,832
Fall 2025	2 courses (8 credits) -BMMA 508: Qualitative Marketing Research – 4 -BMMA 577: Project Management – 4	\$8,832
J-Term 2026	1 course (4 credits) -BMMA 598: Graduate Research Project in Marketing I – 4	\$4,416
Spring 2026	2 courses (8 credits) -BMMA 524: Advanced Research Methods – 4 -BMMA 599: Graduate Research Project in Marketing II – 4	\$8,832