

Program Cost Sheet 2024
Master of Science in Marketing Analytics
9-Month Option



The 2024-2025, 9-month MSMA program requires 36 continuous semester hours from fall of 2024 to spring 2025, with a total program cost of \$39,744 or \$1,104 per semester hour.

Total program tuition: \$39,744

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

2024-25 Academic Year		
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