

MASTER OF SCIENCE IN

MARKETING ANALYTICS

CAL STATE
EAST BAY

COLLEGE OF BUSINESS & ECONOMICS

TRANSFORMING YOUR FUTURE IN MARKETING

In the ever-evolving landscape of marketing, change is not merely a constant; it's a driving force. Digital technologies have fundamentally reshaped marketing theory and practices since the new millennium. To stay ahead in this dynamic arena, the Master of Science in Marketing Analytics (MSMA) program was born. Our mission is simple: to empower students to thrive in a digital and data-rich marketing environment.

PROFESSIONAL DEVELOPMENT

We understand the importance of holistic career development, and that's why we proudly introduce two programs to guide your marketing journey:

Marketing Internship Pipeline Program

A series of workshops and access to paid marketing internships to gain hands-on experience that sets you apart in the competitive job market.

Marketing Connect Speaker Series

Get an opportunity to hear from industry leaders and experts, gain invaluable insights, and the chance to build connections that can be a catalyst for your career.

CAREER OUTLOOK

Possible fields for someone with skill and experience in Marketing Analytics:

Digital Analytics Manager • Digital Strategist • Digital Marketing Specialist • Digital Project Manager • Email Marketing Specialist • Marketing Analytics Manager • Marketing Researcher • Web/Mobile Analytics Specialist

APPLYING TO THE PROGRAM

Fall applications are accepted from October 1-June 1.

Spring applications are accepted from August 1- November 1.

For international students, application deadlines are usually 1 month before the domestic deadline.

Go to [Cal State Apply](https://calstateapply.com) to submit your application.

APPLY TODAY! CALSTATE.EDU/APPLY

WHY CAL STATE EAST BAY?

- Cal State East Bay is located in the San Francisco Bay Area, known for being a vibrant economic region with many employment opportunities.
- The MSMA program is STEM-designated and tailored for students with a singular goal – to excel in the field of marketing, where data and digital innovation reign supreme.
- Our program caters to a diverse range of candidates, from fresh college graduates to seasoned professionals. Whether you're looking to make a career transition or deepen your knowledge in marketing or analytics, we provide a solid foundation for your journey.
- Students can work full-time while enrolled in this program.
- Classes are offered in a hybrid modality.

ACCREDITATION

The MS Marketing and Analytics program at Cal State East Bay's College of Business & Economics is accredited by the International Association to Advance Collegiate Schools of Business (AACSB).



MSMA PROGRAM CURRICULUM

1. Required Foundation Courses

The following 4 courses (12 units) are required for the program:

MKTG 607 Marketing Management
MKTG 610 Marketing Research
MKTG 612 Marketing Analytics
MKTG 628 Digital Marketing

2. Elective Courses

Students select any 5 courses (15 units), from the following:

MKTG 634 Social and Digital Media Analytics
MKTG 620 Product and Brand Management
MKTG 632 New Venture Marketing
MKTG 636 Marketing Data Visualization
MKTG 638 Database Marketing
MKTG 637 Mobile Marketing and AI
MKTG 697 Seminar in Selected Marketing Topics

3. Capstone Requirement

The following capstone course is required to complete the program:

MKTG 693 Marketing Analytics Capstone Project

The total number of units required for this degree is 30 units.

MEDIAN SALARY FOR JOBS IN THE BAY AREA

Digital Analytics Manager- \$143,526
Digital Strategist- \$92,126
Digital Marketing Specialist- \$70,082
Digital Project Manager- \$123,918
Email Marketing Specialist- \$69,583
Marketing Analytics Manager- \$94,807
Marketing Researcher- \$128,775
Web Analytics Specialist- \$95,120

Source: ZipRecruiter.com

ATTEND AN INFO SESSION

Meet the Coordinator and learn more about the program.

Register online: csueastbay.edu/cbegrad/events.html.

CONTACT US

csueastbay.edu/msma

(510) 885-2419

cbe_grad@csueastbay.edu

ADMISSION REQUIREMENTS

The M.S. Marketing Analytics minimum admission requirements include:

- Students with a baccalaureate degree in any subject from an accredited college or university may apply. If applicants do not have a business undergraduate degree, they will need to take MKTG 300 in addition to the 30 graduate credit hours.
- Demonstrated mastery of college algebra and statistics with a grade of "C" or better in relevant coursework within 7 years of starting in the program.
- Undergraduate degree with at least 2.5 Grade Point Average (or equivalent).
- Acceptable percentile rankings in the verbal and quantitative section of the GRE or GMAT. No preference for one test over the other. GRE or GMAT may be waived for applicants with three or more years of full-time work experience in marketing, business analytics, or a related field verifiable with proof required by the program.
- For international students: demonstrated proof of English proficiency, e.g. TOEFL score of 80 (internet-based), or IELTS of 6.5 or above.

Note: Admission to the program is selective.

Meeting the minimum requirements does not guarantee admission to the program.

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Version: 24-25

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