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The mission of the Department of Marketing is to prepare a diverse student population to become successful marketing professionals and responsible global citizens in a data driven world. The department complements these efforts with research that adds to marketing knowledge while providing solutions to marketing challenges. To accomplish this mission, faculty will combine effective teaching with basic, applied, and instructional scholarship with professional service. The faculty will strive for quality in all activities to help prepare students for leadership and service in a diverse, global, and competitive environment.

The Master of Science in Marketing Research and Analysis program readies graduates for positions in marketing that will be involved in creating, analyzing, interpreting, and utilizing data. These positions include market researchers, data analysts, marketing and digital specialists, and marketing managers. Typical job titles include Strategic Data Insights Analyst, Digital Marketing Specialists, Marketing Analyst, Consumer Insights Manager, Digital Marketing Analyst, and Data Specialist.

The mission of the Master of Science in Marketing Research and Analysis program is to better prepare marketing professionals for a marketplace that heavily relies on data and analytics. The program will prepare students to conduct marketing research and utilize marketing analytics, and to interpret the results to inform marketing strategy decisions. Students will learn to design, evaluate, execute, and effectively communicate results. Special emphasis will be placed on how to best leverage the vast amounts of data that are being collected about customers, products, and other key elements of the organizational environment to increase competitive advantage as well as productivity and profitability. The Master of Science in Marketing Research and Analysis program is a STEM designated program.

## AACSB Accreditation

The McCoy College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB). AACSB Accreditation is known, worldwide, as the longest standing most recognized form of specialized/professional accreditation an institution can earn.

## Master of Science (M.S.)

- Major in Marketing Research and Analysis (Non-thesis Option) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing/marketing-research-analysis-ms/>)
- Major in Marketing Research and Analysis (Thesis Option) (<http://mycatalog.txstate.edu/graduate/mccoy-business-administration/marketing/marketing-research-analysis-thesis-ms/>)