Our world is driven by data. Businesses are looking for professionals who can connect the dots and build successful marketing strategies based on massive amounts of structured and unstructured data. **You could be one of them with our Master’s in Business Analytics degree with a marketing focus.**

### ABOUT THE PROGRAM

- Addresses a critical need for those who can interpret and apply data in an increasingly competitive and technology-driven business environment
- Core courses will introduce you to data analytics concepts, and our marketing track courses will build upon this foundation to emphasize the practice-oriented application of business analytics
- D’Amore-McKim faculty will help you achieve success and connect you to new opportunities in this growing field
- Graduates will be prepared to play an important role in making data-driven decisions

### CURRICULUM OUTLINE

*Note: The curriculum is subject to change by D’Amore-McKim faculty. Please monitor for updates.*

#### Core Coursework

- Introduction to Business Analytics
- Foundation of Data Analysis
- Business Analytics Techniques and Methods
- Information Design and Management
- Applied Business Analytics
- Information Visualization for Business
- Capstone Project Course

#### Marketing Track

- Introduction to Marketing
- Research and Consumer Behavior
- Modeling Analytics and Strategy
- Professional Resume
- Two Letters of Recommendation
- GMAT or GRE*

*Candidates who have earned a PhD, JD or MD degree from a US-accredited institution may be exempt from the GMAT/GRE requirement.

#### Admissions Criteria

- Online Application
- Official transcripts from all colleges/universities previously attended
- Statement of Purpose

### THE NORTHEASTERN NETWORK

The Master of Science in Business Analytics builds on Northeastern’s expertise in experiential learning and real-world problem solving, and connects students to our global network of more than 3,300 employer partners and 235,000 alumni.

### Get Started

- To apply visit Graduate Admissions at northeastern.edu/mybusinessanalytics
- Fall and spring start options
- 100-percent online format

### Total Degree Requirements (30 semester hours)

- Students typically complete this program in 18 months to two years