

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

### Admissions Criteria

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

### Total Degree Requirements (30 semester hours)

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

## Get Started

- > To apply visit Graduate Admissions at [northeastern.edu/mybusinessanalytics](http://northeastern.edu/mybusinessanalytics)
- > Fall and spring start options
- > 100-percent online format

## 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.