MS in Marketing Research & Analysis

Technology, the proliferation of internet users on mobile devices, social media and an enormous growth in data has undeniably transformed the marketing landscape. As a result, more and more organizations are in need of marketing professionals who have the skillset to conduct thorough market research, data analysis, and apply the results.

The master of science in marketing research and analysis degree at Texas State University is a flexible, part-time specialized program that will teach you cutting edge techniques to conduct quantitative and qualitative data analysis, and to interpret that data to make effective marketing decisions.

We prioritize helping you develop real-world knowledge including the technology-related skills used in digital marketing and marketing analytics that employers desire. Learn to work closely with creative, advertising, sales and executive leaders to help take any organization to the next level.

To achieve this mission, the following goals/learning outcomes are the focus of the curriculum and instruction in the program.

1. Students will apply marketing research and analysis techniques in a strategic marketing program to inform effective managerial decisions in a dynamic business environment.
2. Students will evaluate marketing data and information for decision making in a variety of marketing contexts, including digital marketing, marketing analytics, and marketing strategy development.
3. Students will design and execute marketing research projects tailored to the needs of strategic marketing programs.
4. Students will analyze data, interpret information, and make marketing recommendations while utilizing analytical skills and critical thinking.
5. Students will author effective reports and presentations to communicate research findings and recommendations.