



MARKETING
RESEARCH
MASTER'S DEGREE
PROGRAM

MICHIGAN STATE
UNIVERSITY

Master of Science in Marketing Research
Broad College of Business



The #1 ranked **Master of Science in Marketing Research** program is the knowledge spearhead in the marketing insights and analytics industry for innovative business strategy, cutting-edge research, and real-world engagement. Become a member of the next generation of business and marketing leaders by joining a program that offers:

- Studying with our experienced marketing faculty who have doctoral degrees in marketing, real-world consulting experience, and contribute to top journals.
- Interaction with leaders in marketing research who are senior-level executives at leading marketing research firms and corporations.
- Participaton in real-world marketing re-search and consulting projects.

The Master of Science in Marketing Research Program is available in three formats:

**FALL
FULL-TIME
IN-PERSON**
12 MONTHS

**FULL-TIME
100%
ONLINE**
12 MONTHS

**PART-TIME
100%
ONLINE**
20 MONTHS

Whether you attend on campus or online, you experience the same courses taught by the same leading professors.

FALL FULL-TIME PROGRAM

(ON CAMPUS)

(begins each September)

The fall full-time MSMR is a 12-month program that includes a team-based real-world marketing research project. Students begin the program at the start of the fall semester and graduate after the summer semester. Summer courses are held in a convenient format so students can work full-time in an internship or full-time job while completing the program. The 34-credit curriculum for this cohort includes each of the following courses:

- Marketing Management
- Marketing Research for Decision Making
- Consumer Insights
- Sampling and Research Design
- Communications in MR
- Industry Introduction
- Predictive Analytics
- Emerging Research & Design Methods
- Client & Research Practices
- Qualitative Research
- Emerging Data Management & Analysis
- Online Research Communities
- Client & Research Practices
- International MR
- Consulting in MR
- Research Project - Capstone **OR**
- Research Project - Capstone -Publishing
- Internship or FT Job
- Elective (1 credit minimum)
(Topics include: Social Listening, Text Analytics, Conjoint Analysis, Online Qualitative Research, Business Development, and Statistics with R)



FULL-TIME 100% ONLINE PROGRAM

(begins each January)

The full-time online MSMR is a 12-month program that includes an internship period to participate in real-world marketing research projects. Students begin the program at the start of the spring semester and graduate after the following fall semester. Summer and fall courses are held in a convenient format so students can work full-time in an internship or full-time job while completing the program. The 34-credit curriculum for this cohort includes each of the following courses:

- Marketing Management
- Marketing Research for Decision Making
- Client & Research Practices
- Sampling & Research Design
- Industry Introduction
- Consumer Insights
- Communications in MR
- Predictive Analytics
- Client & Research Practices
- Consulting in MR
- Internship or FT Job Course
- Emerging Research Design & Methods
- Qualitative Research
- Research Project
- Emerging Data Management & Analysis
- Online Research Communities
- International MR
- Elective (1 credit minimum)
(Topics include: Social Listening, Text Analytics, Conjoint Analysis, Online Qualitative Research, Business Development, and Statistics with R)

PART-TIME 100% ONLINE PROGRAM

(begins each May)

The 20-month 100% online program is designed to provide an opportunity for students to achieve a master's degree while working full time. The 34-credit curriculum for this cohort includes each of the following courses:

- Marketing Management
- Sampling & Research Design
- Statistics Review
- Emerging Research Design & Methods
- Marketing Research for Decision Making
- Qualitative Research
- Predictive Analytics
- Consumer Insights
- Communications in MR
- Emerging Data Management & Analysis
- Online Research Communities
- Research Project - Capstone
- Social Listening for MR
- Statistics with R
- International Marketing Research
- Consulting in MR
- Elective (1 credit minimum) (Topics include: Text Analytics, Conjoint Analysis, Online Qualitative Research, and Business Development)

Students within this cohort may have the opportunity to participate in marketing research published in industry-wide reports or journals for elective credit.



DUAL ENROLLMENT

The dual enrollment option allows MSU full-time undergraduate students to earn their bachelor's and master's degrees at the same time — saving time, money, and providing a jump-start to their professional careers.

Students with a 3.5+ GPA (or 3.0-3.49 GPA with a GRE/GMAT test score accepted by the MSMR program) can dual enroll during the fall or spring semester of their senior year and “double-count” up to 10 credits toward their bachelors and Master of Science in Marketing Research degrees. The dual-enrolled credits are billed at the undergrad rate, helping to alleviate the cost of a master's degree.

MS Marketing Research (MSMR) Dual-Enrollment Guide

- MKT 805 (3 credits) = MKT 460, MKT major elective, or 3 credit general elective
- MKT 806 (3 credits) = MKT 313, MKT major elective, or 3 credit general elective
- MKT 807 (3 credits) = MKT 302 or MKT 319, MKT major elective, or 3 credit elective
- MKT 891 or 890 (1 credits) = MKT elective or general elective

Students are invited to email the MSMR program for assistance in developing their dual-enrollment plan at msmr@broad.msu.edu.

Company Partners

MSU's Master of Science in Marketing Research Program has been ranked globally by *Eduniversal* as the #1 MS in Marketing Research program. The MSMR program is also ranked the #1 MS in Marketing Research by *College Choice* and *TFE Times*.

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More than 80 top companies recruit students into full-time careers and advise the program on emerging techniques and industry trends.



How to Apply

Apply throughout the year to any of our three cohort options.
Apply online at: marketing.broad.msu.edu/msmr/admissions/

To learn more about the MSU MS Marketing Research program, please watch our informational video: youtu.be/eC7PQ2YrNkO



Check out our Spartan Insights Podcast that includes interviews with board members and alumni of the MSU MS Marketing Research Program. Listeners can find the Spartan Insights Podcast on Apple Podcasts, Spotify, YouTube, Google Podcasts, or the MSMR website: broad.msu.edu/masters/marketing-research/spartan-insights-podcast/

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