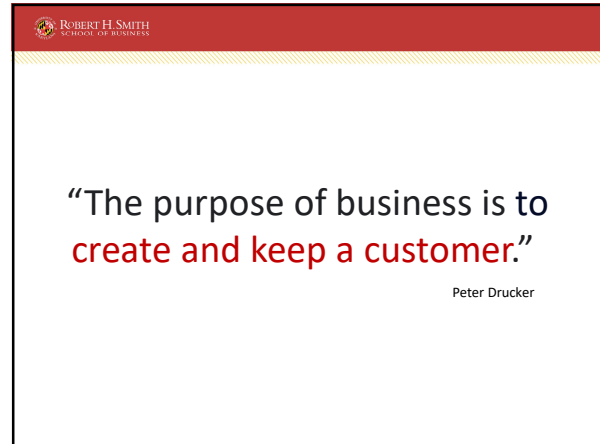
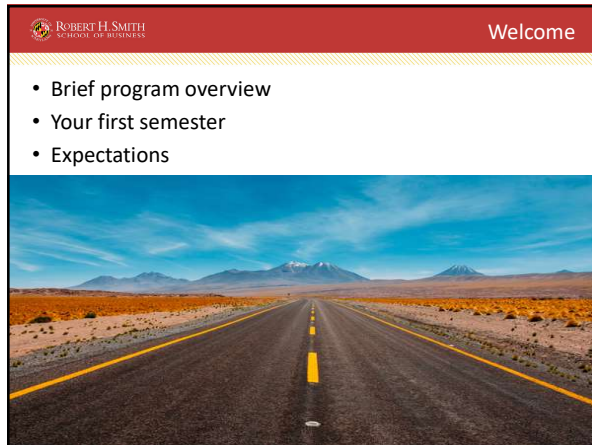




Orientation for Master of Science in Marketing Analytics
 Judy K. Frels, Academic Director

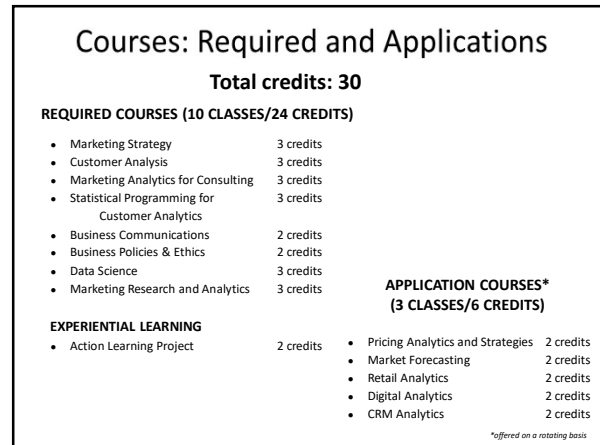


“The purpose of business is to create and keep a customer.”
 Peter Drucker



Welcome

- Brief program overview
- Your first semester
- Expectations



Courses: Required and Applications
Total credits: 30

REQUIRED COURSES (10 CLASSES/24 CREDITS)

- Marketing Strategy 3 credits
- Customer Analysis 3 credits
- Marketing Analytics for Consulting 3 credits
- Statistical Programming for Customer Analytics 3 credits
- Business Communications 2 credits
- Business Policies & Ethics 2 credits
- Data Science 3 credits
- Marketing Research and Analytics 3 credits

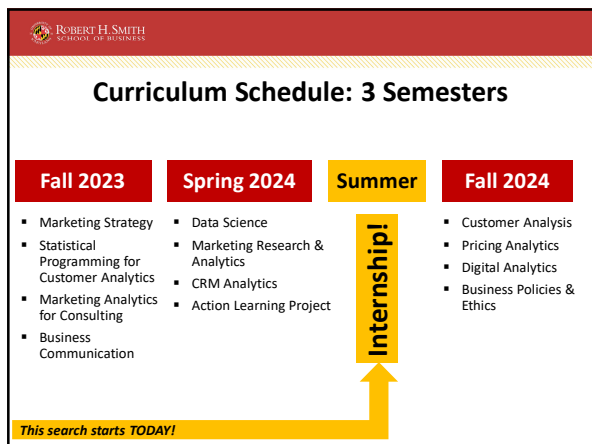
EXPERIENTIAL LEARNING

- Action Learning Project 2 credits

APPLICATION COURSES* (3 CLASSES/6 CREDITS)

- Pricing Analytics and Strategies 2 credits
- Market Forecasting 2 credits
- Retail Analytics 2 credits
- Digital Analytics 2 credits
- CRM Analytics 2 credits

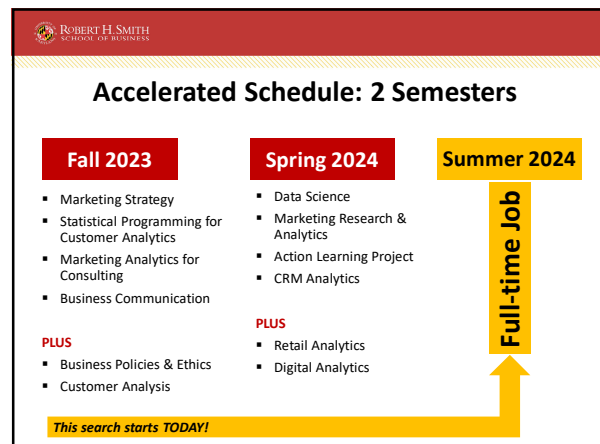
*Offered on a rotating basis.



Curriculum Schedule: 3 Semesters

Fall 2023	Spring 2024	Summer	Fall 2024
<ul style="list-style-type: none"> • Marketing Strategy • Statistical Programming for Customer Analytics • Marketing Analytics for Consulting • Business Communication 	<ul style="list-style-type: none"> • Data Science • Marketing Research & Analytics • CRM Analytics • Action Learning Project 	<p style="text-align: center;">↑ Internship! ↑</p>	<ul style="list-style-type: none"> • Customer Analysis • Pricing Analytics • Digital Analytics • Business Policies & Ethics

This search starts TODAY!



Accelerated Schedule: 2 Semesters

Fall 2023	Spring 2024	Summer 2024
<ul style="list-style-type: none"> • Marketing Strategy • Statistical Programming for Customer Analytics • Marketing Analytics for Consulting • Business Communication 	<ul style="list-style-type: none"> • Data Science • Marketing Research & Analytics • Action Learning Project • CRM Analytics <p>PLUS</p> <ul style="list-style-type: none"> • Retail Analytics • Digital Analytics 	<p style="text-align: center;">↑ Full-time Job ↑</p>

This search starts TODAY!

Your First Semester

14 Weeks – August 28 through December 15, 2023

- Marketing Strategy – 3
- Marketing Analytics for Consulting – 3
- Statistical Programming for Customer Analytics – 3

7 Weeks – Oct 23 – Dec 15, 2023

- Business Communications – 2

For Accelerated Path add: 14 Weeks – August 28 through December 15, 2023

- Customer Analysis – 3
- Business Policies & Ethics – 2

and 7-9 hours per week on your job search

Spring 2024

14 Weeks – January to May, 2024

- Marketing Research & Analytics – 3
- Data Science for Customer Analytics – 3

7 Weeks – Jan to mid-March 2024

- Action Learning Project – 2

7 Weeks –mid-March to May, 2024

- Customer Relationship Mgmt (CRM) Analytics – 2

Accelerated: Mid-March to May 2024

- Retail Analytics – 2

and 7-9 hours per week on your job search


Marketing Strategy

- Overview of marketing strategy & tactics
- The “marketing” side of the “marketing analytics”
- Topics include
 - Customer analysis
 - Segmentation/targeting/positioning
 - Value creation, communication and capture (pricing)
 - A competitive marketing simulation




Judy Frels

Statistical Programming for Customer Analytics



- Key statistical concepts
- The foundation for advanced analytics courses
- Leading industry tools R and Python.
- Topics include
 - Data and variable management
 - Hypothesis testing
 - Summary statistics
 - Linear regression modeling and diagnostics
 - Statistical results interpretation



Jason Choi

Marketing Analytics for Consulting

- Using models to make marketing decisions
- (Statistically) estimate models for segmentation, pricing, product design, among other decisions
- SAS and GLIMMIX
- Topics include:
 - linear regression models for pricing decisions
 - generalized linear models for evaluating print ad designs using eye tracking data
 - models of purchase incidence, quantity and choice for the evaluation of the effectiveness of promotions
 - mixture regression models for market segmentation
 - choice-based conjoint analysis and mixture multinomial logit models for new product development



Michel Wedel

Business Communications

- Learn principles of effective oral and written business communication
- Become expert at communicating with and about data in multiple professional contexts
- Topics include:
 - Formal individual presentations
 - Formal team-based presentations
 - Informal one-on-one & small group interactions
 - Tailoring messages to your audience and purpose




Chris Schaaf & Melissa Lucas

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Congratulations!
You're Graduate Students now!


That means no excuses...

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Stay on Top of Things!

- Use the calendar function in Canvas & Google
- Check Canvas sites & your UMD email every day (7/7)
- Set up Canvas Announcements to go to your UMD email
- Always be prepared for class – readings, cases, and install required software – before class!


UNIVERSITY OF MARYLAND



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Your Professors' Expectations

- Come to class **prepared**
- Use your **name tents** (with **your preferred name**)
- Participate! Most classes are designed to be **interactive**. Be prepared to discuss the content, ask questions
- Plan your travel around **academic schedule**. Be sure to check with individual professors



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**A last work on balancing academic
work & job search**

- You need to maintain a B average
- A high GPA will NOT get you a job – you must market yourself – *network*.
- Commit now to spending 7-9 hours per week on your job search – form a “job search support group.”
- **Job search ≠ submitting resumes to job postings**
- Follow OCS guidance – meet with a coach

The OCS team are the experts!

ROBERT H. SMITH
SCHOOL OF BUSINESS

How to Reach Me

- Always feel free to email me at jfrels@umd.edu
- If we need to meet,
 - Learn to use the Google calendar.
 - Check for my free time, send a calendar invitation
 - Include topic & how we'll connect – Zoom link or in person?
- MPO is typically your “first stop” – after that, please see me.