

SolBridge International School of Business

Master of Science in Marketing Analytics (MS) 2021 Curriculum

Introduction and Program Objective

The Master of Science in Marketing Analytics (MSMA) program is designed to meet recent demands for analytics skills particularly required in the area of Marketing. SolBridge has the expertise to meet the demand, and it is also experienced in attracting international students to its programs. The curriculum is structured to provide a unique blend of strong conceptual foundations and practical skills. The curriculum allows the student to become a well-balanced marketing analyst equipped with analytical and communicational competencies. The two parts of the curriculum – core and elective – place their emphasis on the balance between the hard and soft skills needed for a successful marketing analyst. The core part of the curriculum imparts fundamental analytical skill sets, while the elective one delves into various marketing applications of such skill sets. SolBridge also provides the opportunity to students to acquire some foreign language skills to prepare them for entry into a globalized yet diverse world.

Program Overview

This is a 22-month program accepting one intake in September. MSMA students are required to complete a total of forty-five (45) credit hours, comprising 21 credit hours for core and 24 for electives.

For the first academic year, the number of core courses taken must complete 21 credit hours, while international immersion (3 credits) will be offered as elective during the second intersession. During the second academic year, students will be provided various options for electives while internship (3 credits) and capstone (3 credits) will be required for graduation.

Potential candidates: Recent undergraduate graduates with the desire to gain analytic skills with foundation knowledge for marketing.

Graduation Requirements:

- Curricular: 45 credits (21 for core/ 24 for electives), International immersion, Internship, Capstone Project
- Non-curricular: First year seminar, Business ethics, Korean language*
* Students should submit official score of Topik with 4 level to be qualified for graduation, or should take all of Korean classes (extra-curricular/ with approx. 400 hours/ pass or fail).

Admission Requirements:

- Work experience: no work experience required
 - Academic transcript with a CGPA of C+ or higher
 - English proficiency: IELTS 6.0 or its equivalent
 - GMAT/ GRE (For those who do not have official scores internal admission test will be offered)
- Personal Essay (Handwritten) & Video Essay

CURRICULUM

Students can identify the courses they need to take as requirements from the tables here. They can also identify a list of the elective classes offered. The overall program structure is followed by tables identifying the contents of each curriculum component.

Students are strongly advised to read course descriptions, identify pre-requisites and plan the sequence of their progress through the program. They may consult their mentors and faculty members in such planning. Students must also note that not all core courses and electives will be offered every semester. This point must be taken into account during program planning.

PROGRAM STRUCTURE

Curricular Component	Number of Required Credits	Remarks
1. Core	21 Credits	<ol style="list-style-type: none"> 1. Students are required to take 1) Marketing Management, 2) Marketing Research, 3) Marketing Analytics during their first semester. 2. Students are required to take “Field Trip in Korea” during their first winter semester. 3. Students are required to take 1) Computer Programming with Python, 2) Computer Programming with R, and 3) Regression Analysis with R for Business, during their second regular semester.
2. Electives	24 Credits	<ol style="list-style-type: none"> 1. Students will be required to have an international immersion worth of three (3) credits on their second intersectional semester. 2. Students are required to take from nine (9) to ten (10) credits in their third regular semester. 3. Students are required to take three (3) credits from Internship experience in their third intersectional semester. 4. Students are required to make a Capstone Project worth of three (3) credits in addition of five (5) to six (6) credits in their 4th regular semester.
Total	45 Credits	

PROGRAM AT a GLANCE

		Year 1				Year 2			
		R 1/ 15 Weeks	I 1	R 2/ 15 Weeks	I 2	R 3 / 15 Weeks	I 3	R 4/ 15 Weeks	N/A
Curricular	Core (5 weeks per module)	9 credits	3 credits/ Field Trip in Korea	9 credits					
	Electives (3 weeks per module)				3 credits/ Int'l immersion	9~10 credits in electives	3 credits/ Internship	3 credits/ Capstone & 5~6 credits in electives	

Curriculum Map					
Required Credits: 45					
First Year					
Category	Course Title	Credit	Category	Course Title	Credit
Core	Marketing Management	3	Core	Computer Programming with Python	3
Core	Marketing Research	3	Core	Computer Programming with R	3
Core	Marketing Analytics	3	Core	Regression Analysis with R for Business	3
Winter/ Summer semesters					
Category	Course Title	Credit	Category	Course Title	Credit
Core	Field Study in Korea	3	Elective	International Immersion	3

Second Year					
Category	Course Title	Credit	Category	Course Title	Credit
Electives (9~10 credits)			Elective	Capstone Project	3
			Electives (5~6 credits)		
Winter/ Summer semesters					
Category	Course Title	Credit	Category	Course Title	Credit
Elective	Internship	3	N/A		

COURSE DESCRIPTIONS

MS IN MARKETING ANALYTICS CORE COURSES

MKT Marketing Management

500

Prerequisites: **None**

The course introduces marketing management theories and concepts involving in the analysis of marketing environment, planning and implementation of marketing programs (product, price, place and promotion) and marketing strategies to attract, satisfy, and retain customers. The course enables students to develop marketing strategies and framework with moral, socially responsible and ethical consideration.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

This course is a prerequisite for: Marketing Analytics

MKT Marketing Research

617

Prerequisites: **None**

This unit provides a rigorous experience in market research methods and frameworks to guide when which technique is most useful. The course is aimed at individuals whose decision-making is enhanced through marketing research, which transforms “data” into “information.” The unit will introduce types of research, techniques of data collection, evaluation of alternative sources of information, methods for analyzing data and presenting the results.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

This course is a prerequisite for: Marketing Analytics

MKT Marketing Analytics

610

Prerequisites: **Marketing Management, Marketing Research**

The primary objective of this course is to provide students with foundational knowledge and a basic skill set required for a market analyst. This course objective is aligned mainly with “Creative Management Foundation”, one of the SolBridge’s five mission-based goals. It is also supplemented by a variety of real-world examples used in class lectures.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

This course is a prerequisite for: Marketing Practicum

MKT Computer Programming with Python

618

Prerequisites: **None**

This course deals with applications of Python programming language to business problems. Topics include how to get started with Python, numbers and strings, loops, functions, lists, data files, summarizing and visualizing data, and big data applications.

Credit Hours: 3

Course Delivery: Classroom

This course is a prerequisite for: None

Group: Core

MKT Computer Programming with R

619

Prerequisites: **None**

This course introduces the basics of computer programming R language. Topics include programming with R using data types, algorithms, object-oriented analysis and design. The course also takes up various programming techniques such as design, implementation, testing, trouble shooting and documentation

Credit Hours: 3

Course Delivery: Classroom

Group: Core

This course is a prerequisite for: Regression Analysis with R for Business

MKT Regression Analysis with R for Business

620

Prerequisites: **Computer Programming with R**

This As most research in social sciences is aimed at quantifying relationships among variables that either measure the outcome of some process or are likely to affect the process, where the process in question could be any economic, business, or management process of interest to the social scientist. The quantification of the process may be as simple as determining the degree of association or as complicated as estimating the parameters of a detailed nonlinear system.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

Regardless of the complexity of the model, the most powerful and widely used statistical method for estimating the parameters of interest is the method of least squares. Researchers choose the most appropriate model for the project at hand, the parameters of the model are then estimated such that model predictions and the observed data are in as good agreement as possible as measured by the least squares criterion, minimization of the sum of squared differences between the predicted and the observed points.

In Applied Regression Analysis with R, we will learn what is and how to use regression by analyzing a variety of real world problem. Heavy emphasis will be placed on analysis of actual datasets. Topics covered include: review of probability and statistics; simple linear regression (SLR); multiple linear regression (MLR); inference; dummy variables; asymptotics; further issues on MLR; heteroskedasticity; specification and data problems; limited dependent variables; time series; instrumental variables (IV) and two-stage least squares (2SLS) (optional); simultaneous equations (optional); panel data (optional).

This course is a prerequisite for: None

MS IN MARKETING ANALYTICS ELECTIVE COURSES

TBD International Immersion

TBD

Prerequisites: **None**

Through this course, students can have 2 options; 1) to study as exchange students at one of Solbridge's partner universities around the world or 2) to conduct self-development study by visiting international organizations to find potential issues and to suggest solutions.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

MKT Database Marketing

MKT

640

Prerequisites: **None**

The dramatic increase of computing power in conjunction with the availability of accurate customer data opens up a new avenue of applying sophisticated database marketing technologies to customer analysis in various industries. Accordingly, over the last few decades the marketing paradigm has shifted from a product-driven to a customer-driven marketing in which the unit of analysis is an individual customer. Given this new trend in marketing practice, this course forwards an up-to-date overview of customer-centric database marketing in practice in tandem with the fundamental concepts of database marketing. Students then will learn about how and why companies in the real world use database marketing to better manage the relationship with their customers.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

MKT Social Media and Digital Marketing

MKT

639

Prerequisites: **None**

Social Media and Digital Marketing teaches the specific strategies and tactics necessary to analyze and develop sophisticated interactive marketing programs in social media platforms. This course introduces best practices in social media and works on websites that include Facebook, LinkedIn, Google+, Twitter, etc., as well as blogs, feedback mechanics, and more.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

MKT Pricing Analytics

MKT

638

Prerequisites: **None**

Pricing Analytics teaches how to model and identify opportunities for pricing optimization in different business contexts. This course feeds the set of practices to students and equips them with tools that firms in various industries use to quantitatively model consumer demand and tactically optimize their pricing

Credit Hours: 3

Course Delivery: Classroom

strategies. Students also will be doing a hands-on dive into the learned tools in the context of real business case studies and data sets.

Group: Elective

MKT Data Analytics for Business

637

Prerequisites: **None**

Digitalization has transformed business management in big ways. These days most business transactions, operations and communications are being conducted online. Employees, suppliers and customers are interacting with each other in unprecedented ways and scales. As a result, new generation enterprise systems, social networking sites, cloud and mobile-based apps are generating troves of business data (BIG DATA). Firms are still grappling with the challenges related to these newer, bigger and fast-changing datasets. The demand for data modelers, business analysts and data scientists – capable of mining actionable intelligence from big data – has outpaced the number of available professionals.

This course aims to introduce participants to data science and applications of big data analytics technologies for business decision support. It would provide a helicopter view of the full data analytical cycle to the participants involving problem definition, data mining, modeling, data analysis and its application to business decision-making. Along the way, it will also equip the participants with most relevant tools and skills in each of the phases of the data analytic cycle. Although the course does not involve or require programming knowledge neither does it go deep into technologies like in-memory databases, artificial intelligence and machine learning, owing to the technical nature of the subject, participants are expected to be willing to invest time in learning several supporting concepts and tools to make full sense of the discussed topics.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

BUS Managerial Skills

503

Prerequisites: **None**

This course introduces the student to the basic skills for managing people and organizations as well as how to understand different backgrounds of different people so that they can communicate each other. The course deals with motivation, individual and group decision-making, conflict, power and politics, leadership, job design, performance maintenance, organizational environment, organization structure and design, and emerging trends and challenges.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

MKT Business Communication

636

Prerequisites: **None**

An emphasis on the practical application of theories and principles to the development of those writing skills essential to communication encounters in the business world. The course includes practice in writing business letters, resumes, memos, instructional materials and reports, and using visual aids. Offered for students enrolled in applied science and technology. A highly practical course, it teaches you to: compose clear, concise memos, letters, and short reports write an effective job application letter and resume use visual aids in oral and written presentations practice developing and using appropriate illustrations for business documents use visual aids in written presentations increase the student's ability to analyze

Credit Hours: 3

Course Delivery: Classroom

Group: Core

information and organize it into written reports develop a familiarity with formats for short business reports such as progress, trip and incident reports.

TBD

Capstone Project

Prerequisites: **None**

This course is intended to engage students in a real-world business consulting project. This course serves as a bridge between classroom material and practical application. Students apply their previously learned material from the curriculum to craft a comprehensive, data-informed business strategy.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Elective

**MIB
601**

International Business in Asia

Prerequisites: **None**

The course provides an overview of the means of conducting international business. The course will explore the effects of social, political and economic systems across the globe on the conduct of international business. The course also deals with theoretical frameworks explaining international business, the emergence of institutions and trading blocs, and their impact on international business with a focus on Asia. Further, This course will help managers understand core differences and similarities in management practices across China, India, Japan, Taiwan, Korea and the ASEAN block of nations. Students will also learn the appropriate management practices and behaviors in these major economic blocks of Asia so that they can adapt to the context.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Elective

**INF
500**

Management Information Systems

Prerequisites: **None**

Information Technology (IT) has become a vital part of the operations and management of organizations of every kind and size. Increasingly, the successful manager is the one who knows how to take advantage of this situation by deploying IT in the most effective manner. This course covers the general structure of Information Technology applications and their use. It also delves into the different kinds of information systems that managers are likely to encounter and investigates how to make best use of these systems.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Elective

TBD

Doing Business in Korea

Prerequisites: **None**

This course is designed to engage and expose students to Korean Business & Culture. It is a practical course to raise awareness, knowledge & insights about business culture in Korea. Given this, students will be able to gain appreciation & understanding in to Korean

Credit Hours:	3
Course Delivery:	Classroom

business culture; thus enhancing your development of cross-cultural & international management skills.

Group: Elective

MIB Doing Business in China

613

Prerequisites: **None**

The broad objective of this course is to introduce students to the contours of the Chinese economy and financial markets as well as to the nuances of business strategy to follow while doing business in China. In 2010, China has become the second largest economy in the world, and in 2009, she became the largest exporter. As China assumes a primal place in the global economy, businesses need to have a China-specific business strategy. Students will learn how organizations can strategize for China while adapting to China's special niche and circumstances.

Credit Hours: 3

Course Delivery: Classroom

Group: Elective

TBD

Cybersecurity

Prerequisites: : **None**

This course will provide a basic introduction to of all aspects of cybersecurity including business, policy and procedures, communications security, network security, security management, legal issues, political issues, and technical issues.

Credit Hours: 2

Course Delivery: Classroom

Group: Elective

TBD

Digital Business & Innovation

Prerequisites: : **None**

This course provides insight into the emergence of digital business, key concepts, technologies, and strategy. Students will develop an action plan for a 'traditional' business which could adopt digital technologies and strategies. This course is designed for students planning on working in digital businesses, or working in management consultancies.

Credit Hours: 2

Course Delivery: Classroom

Group: Elective

TBD

Tech Entrepreneurship & Product Development

Prerequisites: : **None**

This course blends traditional development and entrepreneurship processes encouraging students to consider how technology-based solutions can solve economic and socially oriented problems. The course prepares also students for a more technological approach of product development together with an experience-based introduction into the process of starting a technology company.

Credit Hours: 2

Course Delivery: Classroom

Group: Elective

TBD

Database Management

Prerequisites: : **None**

This course offers lecture and laboratory practice to provide a foundation in data management concepts and database systems. It includes database management concepts, manipulating data with an interactive query language (SQL) and database development including database security, integrity and privacy issues.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

Software Engineering

TECH

Prerequisites: **Previous exposure to Programming with R, Programming with Python, Programming with Javascript will be highly recommended**

This course aims to help students appreciate the reality software development, with customer needs, budget constraints and delivery schedules to be met. Through hands-on experience, students will gain an exposure of the challenges of software development, along with an understanding of the core software engineering concepts that support current best practice.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

Strategy for Tech

TBD

Prerequisites: : **None**

The focus of the course is on the key concepts, models, and methods that enable managers to effectively manage the development and utilization of technologies. The goal is to develop an awareness of the range, scope, and complexity of the elements, issues, and problems related to economics and management of technology and technological innovations. Students will develop a better understanding of the complex issues surrounding the managerial tasks with respect to technology.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

Master's Thesis

TBD

Prerequisites: : **None**

The primary goal of this course is to help students develop research skills through its focus on writing and critiquing research proposals. This course is open to students enrolled in Master's programs who wish to develop a dissertation or independent research proposal in a structured setting. SolBridge will support these students by connecting them with professors specialized on the topics they choose so that the faculty's role will be to orient and mentor the students towards their objectives.

Professors will follow up the development of the thesis along with the students, instruct them with the best practices & support materials, and gradually evaluate the outcomes and conclusions.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Elective

Data Analytics for Business

**MKT
637**

Prerequisites: : **None**

Digitalization has transformed business management in big ways. These days most business transactions, operations and communications are being conducted

Credit Hours:	3
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online. Employees, suppliers and customers are interacting with each other in unprecedented ways and scales. As a result, new generation enterprise systems, social networking sites, cloud and mobile-based apps are generating troves of business data (BIG DATA). Firms are still grappling with the challenges related to these newer, bigger and fast-changing datasets. The demand for data modelers, business analysts and data scientists – capable of mining actionable intelligence from big data – has outpaced the number of available professionals.

This course aims to introduce participants to data science and applications of big data analytics technologies for business decision support. It would provide a helicopter view of the full data analytical cycle to the participants involving problem definition, data mining, modeling, data analysis and its application to business decision-making. Along the way, it will also equip the participants with most relevant tools and skills in each of the phases of the data analytic cycle. Although the course does not involve or require programming knowledge neither does it goes deep into technologies like in-memory databases, artificial intelligence and machine learning, owing to the technical nature of the subject, participants are expected to be willing to invest time in learning several supporting concepts and tools to make full sense of the discussed topics.

Course Delivery:	Classroom
Group:	Elective (Tech)

TBD

Statistical Analysis

Prerequisites: : **None**

This is an introductory course in statistics designed to provide students with the basic concepts of data analysis and statistical computing. Topics covered include basic descriptive measures, measures of association, probability theory, confidence intervals, and hypothesis testing. The main objective is to provide students with pragmatic tools for assessing statistical claims and conducting their own statistical analyses.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Elective

**BUS
640**

Project Management

Prerequisites: **None**

This course has been intended to equip students with the basic concepts and foundation of project management which include the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of a project. Accordingly, students would be able to understand the project management lifecycle and be knowledgeable on the various phases from project initiation through closure. Overall, this course helps students in defining a project's scope and tasks, estimating task resource needs, assessing project risk and response strategies, and more understand the critical role that a project manager plays in project success.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Elective

**MKT
602**

Consumer Behavior and Decision Making

Prerequisites: **MKT500**

This course examines the concepts and principles of customer behavior with the goal of understanding how the consumer behavior influences decision making process. The core topics included are customer psychological processes (e.g., motivation, perception, attitudes, and decision-making) and their impact on marketing (e.g., segmentation, branding, and customer satisfaction) and decision making processes. The goal is to provide a set of approaches to consider while developing marketing strategies and marketing programs.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

MKT Marketing Strategy**613**Prerequisites: **MKT500**

The marketing strategy forms the core of all marketing decisions in the organizations. The course explains how the decision variables (Product, Price, Place and Promotion) interact with one another to achieve customer value. The course provides emphasis on consumer driven marketing concepts and discusses the marketing strategies focusing towards the achievement of consume driven marketing. The course is application oriented and the students will learn to apply marketing concepts for problem solving and case study situations.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

MKT Marketing Communications and Advertising**615**Prerequisites: **MKT500**

This course examines the theory and techniques applicable to all the major marketing communication functions: advertising, direct marketing, sales promotions, public relations, and personal selling. It explains how the integrated marketing communications facilitate the marketing mix and marketing strategies. It provides a knowledge base that will allow students to develop integrated marketing communication strategies for marketing plan of organizations. The course provides a special emphasis on the advertisement strategies followed to promote the product and services in domestic and international markets.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

MKT International Marketing**616**Prerequisites: **None**

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance the skills in developing and implementing marketing strategies and decision making in international contexts. This course will provide practical experience in conducting research and evaluating opportunities existing in international markets, developing plans for exploiting those opportunities, and examine the risks facing business activities in those markets through implementation of marketing plans.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective

MKT Special Topics in Marketing**635**Prerequisites: **None**

This course offers Investigation and discussion of a selected topic in marketing. One of the following five topics will be chosen for intensive study: (1) industrial marketing management, (2) advanced consumer behavior, (3) product policy, (4) financial aspects of marketing management, (5) marketing in the service sector, etc.

Credit Hours:	2
Course Delivery:	Classroom
Group:	Elective