



Mona School of Business & Management

MSBM

The University of the West Indies, Mona

Master of Science in Marketing and Data Analytics

Objective

The M.Sc. in Marketing and Data Analytics is aimed at producing marketing professionals who are able to enhance their marketing skills based on analytics and quantitative metrics. The programme is targeted at graduates from the general business and management-related discipline.

Understanding marketing analytics allows marketers to strengthen business practices by focusing their time, energy and resources on the right products and the right customers. In this competitive environment, with its ever-increasing amount of data, businesses that can make sense of the flow of information will hold a competitive edge in the marketplace.

The programme provides students with a theoretical foundation of marketing and introduces students to a range of data modelling techniques relevant to marketing.

The M.Sc. in Marketing and Data Analytics programme seeks to:

- Equip students with the latest tools to analyse and interpret data, forecast trends, streamline decisions and optimize a course of action.
- Equip students to apply descriptive, predictive and prescriptive modelling techniques to help organizations improve performance.
- Enhance the skills of marketing managers and marketing professionals in the areas of predictive analytics and quantitative metrics in marketing.

Entry Requirements:

Applicants must:

- (a) Hold a Bachelor's degree or equivalent from a university or college acceptable to The University of the West Indies, with a grade point average (GPA) of 2.5 or higher.
- (b) Applicants with a GPA lower than 2.5 will be considered if:
 - They have at least 2 years working experience in marketing or a related area and have professional qualification in a related area.
 - They are successful at an interview conducted by a select panel determined by the School.
 - They are able to produce two acceptable letters of reference.

Programme Structure

12

Months
Full-time

24

Months
Part-time

11

Core
Courses

1

Research
Project

36

Credits

Core Courses

Business Analytics

Business in a Global Environment

Consumer Analytics

Consumer Behaviour

Data Mining for Marketing and Sales

Financial and Managerial Accounting

Managing Service Quality

Marketing Analytics and Modelling

Marketing for Managers

Marketing Strategy and Product Policy

Quantitative Methods and Statistical Techniques

Research Project

This requirement is designed to explore applied research in areas that are critical to improving the practice of Marketing and Data Analytics in the Caribbean region. The programme's research paper is intended to provide practical experience for the students with the opportunity to devise a solution for a local problem.



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Forward. Thinking.

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