

Master of Science in Marketing Analytics & Insights

The following resolution is before the committee for recommendation to the Board of Trustees for the appropriate action.

Resolution 19 –

WHEREAS, Wright State University is proposing a new Master of Science in Marketing Analytics & Insights major within the Department of Marketing in the Raj Soin College of Business; and

WHEREAS, the Master of Science in Marketing Analytics & Insights will provide a high-value degree to our students that addresses today's needs for marketing insights; and

WHEREAS, the program will provide graduate students with a strong base in marketing strategy, consumer behavior, and especially marketing analysis and insights; and

WHEREAS, the program will provide students with the fundamental skills and tools to extract and analyze marketing data, and the opportunity to generate real-world interpretation, insights, and recommendations; and

WHEREAS, the program has been approved by the Faculty Senate and the Provost;

THEREFORE, BE IT

RESOLVED that the Master of Science in Marketing Analytics & Insights major as submitted to the meeting be, and the same hereby is endorsed.

To move this resolution to the Public Session for a vote, a motion and a second are needed.

I offer this Motion:

Do I have a Second: