

# Marketing Research

## Degrees Available at SIUE

- Master of Marketing Research

## Specialization

- Business Analytics

## Marketing Research at SIUE

The master of marketing research (MMR) degree in SIUE's School of Business is designed to prepare individuals with diverse backgrounds for careers in marketing research and to meet the needs of business, government or nonprofit organizations for competent marketing research professionals. The MMR program at SIUE consistently boasts 100 percent job placement within three months of graduation, and 95 percent of all students receive significant financial assistance, including full tuition waivers.

The MMR graduate will be well prepared to practice marketing research and to make substantial contributions to the marketing research profession. The curriculum combines course work involving a balance of theoretical studies and applications through projects with emphasis on the role of research and the effectiveness of marketing decisions within organizations. Most courses in the MMR program are offered in a flexible, evening/hybrid format. Traditional classroom instruction is combined with online assignments, and most courses meet one evening per week for seven (7) weeks.

## Corporate Sponsored Internship Program:

The MMR program provides all admitted students with an opportunity of corporate-sponsored internships/assistantships. A number of corporations and marketing research agencies provide funding and opportunity to gain valuable research experience for qualified MMR students. All MMR internships carry a monthly stipend of \$1,100 and a complete tuition waiver. Approximately 75 to 80 percent of students participate in the corporate-sponsored internship program throughout the entirety of their course of study. All MMR students also participate in a mandatory client marketing research project as part of their integrated final capstone course.

## Admission Requirements

- Graduate School application and \$40 fee
- Submission of all postsecondary academic transcripts
- Successful completion of a bachelor's degree prior to enrollment
- Minimum GPA of 2.50
- Statement of Purpose: Submit an essay effectively articulating the applicant's career goals as these relate to interest in pursuing the program
- Graduate Management Admission Test (GMAT) or GRE.
- International students must also earn a minimum score of 550 on the paper-based TOEFL or 213 on the computer-based TOEFL or 79 on the internet-based TOEFL.
- All applicants are required to submit three letters of recommendation from individuals who can attest to the applicant's qualifications and likelihood of successful completion of degree requirements.
- Personal history information

## Graduate Faculty

### Ramana Madupalli, PhD Graduate Program Director

Associate Professor  
Georgia State University  
Customer Equity, Sales Management,  
Marketing Research

### Michael Hair, PhD

Assistant Professor  
Georgia Institute of Technology  
Consumer Behavior, Marketing Research

### Edmund Hershberger, PhD

Associate Professor, Chair, Department of  
Management and Marketing  
Georgia State University  
Online Advertising, Consumer Behavior,  
Interactive Marketing, Advertising Research

### Sean Jordan, MMR

Lecturer  
Southern Illinois University Edwardsville  
Qualitative Research



## Admission Requirements, Cont.

Program application materials may be uploaded during the application process, but official transcripts must be sent directly from the school attended, and test scores must be verifiable with the appropriate testing service. Please contact the Graduate Admissions office with questions regarding the application submission process at [graduateadmissions@siue.edu](mailto:graduateadmissions@siue.edu).

Admission to the MMR program is highly selective and competitive. The program director, in consultation with marketing faculty, decides who will be admitted based on a balanced appraisal of each component of the applicant's credentials. As a general rule, strong undergraduate performance (high grade point average), above average GMAT/GRE scores (including Verbal, Quantitative, and Analytical Writing components), and an intense interest in pursuing a career in marketing research are essential prerequisites for admission to the MMR program. Applicants who are denied admission may request a review of their credentials by the MMR Admissions Review and Retention Committee which makes its recommendation to the program director. The decision of the program director is final. Applicants who hold a PhD or equivalent in a recognized field from an accredited university need not submit a GMAT/GRE score.

Review the SIUE Admissions Policy for more information.

Students are expected to enter the program with competencies in statistics and statistical software and business fundamentals. Admitted students who lack these competencies may satisfy the requirements in the following manner:

1. Statistics and Statistical Software: Students without a background in statistics and statistical software will be required to complete: (a) MS 251 (Statistical Analysis for Business Decisions) or its equivalent, and (b) PAPA 412/420 (Quantitative Analysis) or its equivalent. Based on the evidence provided by the student, this requirement may be waived by the program director. Completion of these courses will not earn academic credit in the MMR program.
2. Business fundamentals: Students without a background in business fundamentals will be required to take three (3) business courses to meet the business fundamentals requirements for graduate study in marketing research. These courses must include: (a) MKTG 525 (Marketing Analysis and Applications for Managerial Decision Making) and (b) two of the following: MBA 522, MBA 523, ACCT 524, CMIS 526, FIN 527, ECON 528, PROD 529 or the equivalent. The final selection of these courses must be decided in consultation with the program director. Based on the evidence provided by the student, this requirement may be waived by the program director.

## Graduation Requirements

In addition to completing the required coursework, students must also satisfy a comprehensive examination requirement as outlined in MKTG 550. This course, in which the student designs and completes a marketing research project, is an integrated experience and will ordinarily be the last course taken. Upon completion of the marketing research project, the written report must be in a form suitable for presentation. It must be defended orally before the participating organization, faculty and MMR students. Students who earn a grade below B will be given a second opportunity to complete the course in a satisfactory manner. Performance of individuals who fail to earn a B or above in the second attempt will be reviewed by two additional members of the marketing faculty who may recommend that the student be dropped from the program. In rare instances, students may be permitted a third attempt to earn a grade of B or above under another instructor.

Review the graduation policy for more information.

## Program of Study

Students pursuing the MMR degree must complete a minimum of 31 semester hours beyond the business fundamentals and statistics competencies.

**Program courses (22 hours):** MKTG 501 (1 hour), 530, 539 (twice @ 1.5 hours each), 544, 546, 547, 548, 550

**Elective courses (9 hours):** Taken from the following: MKTG 532, 534, 540, 541, 560, 561, 562, 595

Other business electives consistent with the program's goals and student's career objectives may be taken with approval from the program director. Only three (3) hours of 400-level course work may be used to satisfy MMR degree requirements.

## Contact Information

Department of Management and Marketing  
School of Business  
Southern Illinois University Edwardsville  
Phone: 618-650-2701 or 618-650-3823