Michigan Program in Survey Methodology
2014-2015 M.S. Course Requirements

Full-time (4 terms plus summer internship)
Marketing Research Emphasis

Name: _______________________________ Date: __________________

Fall, Year I (11.25-12)
☐ Surv Meth 685, section 1: Statistical Methods I (3)
☐ SurvMeth 623: Data Collection Methods (3)
☐ SurvMeth 632: Cognition, Communication, and Survey Measurement (3)
☐ MKT 501: Marketing Management (3) - typically offered winter term
    or MKT 503 Marketing Management (2.25) typically offered fall term
[either of these courses serve as prereq. for MKT 618]

Winter, Year I (11)
☐ SurvMeth 686, section 2: Statistical Methods II (3)
☐ SurvMeth 630: Questionnaire Design (3)
☐ SurvMeth 672: Survey Practicum (Data Collection) (2)
☐ SurvMeth 612: Methods of Survey Sampling (3)

Summer, Year I (0)
☐ Internship Completed: __________ Company: ______________________________
☐ Internship Paper
☐ Internship focus group

Fall, Year II (13)
☐ SurvMeth 673: Survey Practicum (Data Analysis) (2)
☐ SurvMeth 613: Analysis of Complex Sample Survey Data (3)
☐ SurvMeth 720: Total Survey Error I (2)
☐ SurvMeth TBD: Advanced Statistical Modeling (3) new course Fall 2014
☐ SurvMeth TBD: Random/Nonrandom (3) new course Fall 2014

Winter, Year II (11)
☐ SurvMeth 660: Survey Management (3)
☐ SurvMeth 721: Total Survey Error II (2)
☐ SurvMeth 670: Survey Design Seminar (3)
☐ MKT 618: Marketing Research Design and Analysis (3) or adviser approved alternative
    prerequisite is MKT 501 or 503
[currently only offered winter terms]

Total Credit Hours Required: 46.25 - 47 minimum