

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