

MARKETING ANALYTICS
Program Tracking Sheet
 Effective for students entering AY 2026 (2026-2027)

Name:	Class Year: 2030	Date tracking sheet completed:
Student ID #:	Advisor:	2 nd Major/Minor:

NOTES: Minimum academic credit = 15 units
 Residency Req.: Min. of 8 units must be completed at WPI.
 No course should appear more than once on this sheet, with the exception of PE courses.

HUMANITIES AND ARTS REQUIREMENT (6/3 units)

All 5 HUA courses must be completed before beginning the Inquiry Seminar or Practicum. The Humanities and Arts Department will accept a maximum of 1/3 unit of AP credit towards the Humanities and Arts requirement

Depth Component			
Students must complete at least three thematically-related courses prior to the culminating Inquiry Seminar or Practicum in the same thematic area. At least one must be at the 2000-level or above. Exception: May take all six courses in a modern language.			
Course	Term	Grade	Units
1.			1/3
2.			1/3
3.			1/3
4. HU 3900/3910 (taken last)			1/3
Breadth Component			
Students must take at least one course outside the grouping in which they complete their depth component. To identify breadth, courses are grouped in the following manner.			
<ul style="list-style-type: none"> • Art/art history, drama/theatre, music (AR, TH, MU) • Modern languages (AB, CN, ISE, GN, SP) • Literature and writing rhetoric (EN, WR) • History, humanities and international global studies (HI, HU, INTL) • Philosophy and religion (PY, RE) 			
5.			1/3
Humanities Elective			
6.			1/3

WELLNESS AND PHYSICAL EDUCATION (4 WPE classes = 1/3 units)

7.1			1/12
7.2			1/12
7.3			1/12
7.4			1/12

MATHEMATICS (5/3 units)

8. MA 1021 or equivalent			1/3
9. MA 1022 or equivalent			1/3
10. MA 2611 or equivalent			1/3
11. MA 2612 or equivalent			1/3
12. MA 2071 or MA 2072 or MA 2073			1/3

COMPUTER SCIENCE (1/3 units) CS 1004, 1101, 1102 recommended.

13.			1/3
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Excluding CS 2022 and CS 3043

BASIC SCIENCE (2/3 units) Courses with prefix: BB, CH, GE, PH

14.			1/3
15.			1/3

SOCIAL SCIENCES (2/3 units) One from: DEV, ECON, ENV, GOV, PSY, SD, SOC, SS, STS or ID 2050.

16. ECON 1110 or 1120 or 2910			1/3
17.			1/3

THE INTERACTIVE QUALIFYING PROJECT (3/3 units)

18.	AY '29		1/3
19.	AY '29		1/3
20.	AY '29		1/3

BUSINESS FOUNDATION COURSES (5/3 units)

21. ACC 2060 or equivalent			1/3
22. FIN 2070 or OIE 2850			1/3
23. OBC 1010 or other OBC-prefix course			1/3
24. MKT 1100 or MKT 2640			1/3
25. BUS 2020 or BUS 1020 or ETR 4930 or ETR 2900 or OBC 4367			1/3

TECHNICAL AND AI FOUNDATION COURSES (4/3 units)

26. CS 2119 or DS 1010 or 2010 or equiv.			1/3
27. MIS 3720 or MIS 2300 or CS 3431 or CS 4433/DS 4433			1/3
28. MIS 3730 or CS 4341			1/3
29. MIS 3787 or CS 4342			1/3

ANALYTICS FOUNDATION COURSES (4/3 units)

30. MKT 4040 or MKT 4030			1/3
Three courses from below:			
31.			1/3
32.			1/3
33.			1/3

Select three: BUS 2080, FIN 3330, MIS 4084, OIE 2081, OIE 3020, OIE 3460

MARKETING ANALYTICS ELECTIVES (6/3)

Select six electives from the two categories below.

34.			1/3
35.			1/3
36.			1/3
37.			1/3
38.			1/3
39.			1/3

MAJOR QUALIFYING PROJECT (3/3 units)

40.	AY '30		1/3
41.	AY '30		1/3
42.	AY '30		1/3

Note: MQP must be advised by a full-time WBS marketing faculty: Prof. Hall-Phillips, Prof Ed Gonsalves, Prof. Farnoush Reshadi or Prof. Purvi Shah.

FREE ELECTIVES (3/3 units)

43.			1/3
44.			1/3
45.			1/3

NOTES: Each course may only count in one slot within the MA degree.

1. Marketing Analytics (4 or 5): MKT 2620, MKT 2630, MKT 2640, MKT 3620, MKT 3630, MKT 3640, MKT 4030, MKT 4040, PSY 4500 or PSY 4400/SS 4400 or CS 4804

2. Management and Entrepreneurship (max 2): BUS 1020 or BUS 2020, ETR 1100 or other ETR-prefix courses, MIS 3010 or other MIS-prefix courses, any OBC-prefix courses not already selected.



WPI

Office of Academic Advising

4-year Plan Template

Name:	Class Year:
Advisor(s):	Major(s)/Minor(s):

Year 1					
	A-term	B-term	C-term	D-term	E-term (optional)
Course 1					
Course 2					
Course 3					
Course 4 (optional)					

Notes:

Year 2					
	A-term	B-term	C-term	D-term	E-term (optional)
Course 1					
Course 2					
Course 3					
Course 4 (optional)					

Notes:

Year 3					
	A-term	B-term	C-term	D-term	E-term (optional)
Course 1					
Course 2					
Course 3					
Course 4 (optional)					

Notes:

Year 4					
	A-term	B-term	C-term	D-term	E-term (optional)
Course 1					
Course 2					
Course 3					
Course 4 (optional)					

Notes: