

# Department of Financial Planning, Housing and Consumer Economics

## Master of Science Degree Requirements Applied Consumer Analytics Emphasis, Non-Thesis Option

### CORE COURSES

<u>Completed</u>	<u>Course</u>	<u>Hours</u>	<u>Title/Description</u>
_____	<b>FHCE 6000</b>	<b>3</b>	<b>Consumer Analytics: Evidence-Based Strategy</b> <i>Establish your analytical and data storytelling toolkit: Learn how to tell compelling stories that inspire action through real world case studies; Build an analytical toolkit with focus on bivariate and multivariate analysis; Develop expert skills in Excel and data visualization while working with a team. Offered Fall and Spring</i>
_____	<b>FHCE 7050</b>	<b>3</b>	<b>Consumer Analytics: Evidence-Based Innovation</b> <i>Master the methods used to guide innovation: Derive defining characteristics through factor analysis; Discover meaningful groups through cluster analysis; Test new ideas through concept testing and conjoint analysis. Offered Spring</i>
_____	<b>FHCE 7150</b>	<b>3</b>	<b>Consumer Analytics: Evidence-Based Policy</b> <i>Learn to assess the strengths and weaknesses of government and/or organizational policy: Develop skills in quantitative and empirical research; Gain the ability to leverage large consumer data sets; Master various statistical software platforms (Excel, SAS, R, etc.). Offered Fall</i>
_____	<b>FHCE 7270</b>	<b>3</b>	<b>Data for Consumer Analytics</b> <i>Gain the ability to acquire, clean and use a variety of data sources for the purpose of consumer analytics, knowledge of the types of data available, and confidence to gather and use data across a variety of projects. Offered Spring</i>
_____	<b>GRSC 7001</b>	<b>1</b>	<b>GradFirst Seminar</b> <i>The GradFIRST seminar series supplements discipline-specific training in graduate students' academic programs with focused professional development and engagement/networking opportunities with faculty and other graduate students across UGA's campuses. GradFIRST seminars are 1-credit courses (GRSC 7001) taught by UGA graduate program faculty.</i>

_____	_____	<b>3</b>	<b>Two Additional Statistical Methods Courses</b> <i>Depending on your career objectives, select two additional methods courses with approval from your major advisor. Possible courses: STAT 6210, STAT 6220, STAT 6315, ECON (MARK) 6750, ECON 6760, ERSR 8750, QUAL 8410, or other methods course being offered.</i>
_____	_____	<b>3</b>	

### 19 Total Core Hours

### APPLIED CONSUMER ANALYTICS INTERNSHIP

_____	<b>FHCE 7960</b>	<b>3+</b>	<b>Quantitative Internship</b> (to be completed 2 <sup>nd</sup> year)
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### 3+ Total Internship Hours

### CONCENTRATION & ALLIED/SUPPORT AREA COURSES

*In consultation with the major advisor, 9 or more credits are completed in FHCE and allied departments. These courses can build additional methods expertise, strengthen the student's storytelling ability and/or data visualization skill, or something else that prepares the student for applied research careers. Courses must be approved by the student's major advisor.*

_____	_____	<b>3</b>	<b>Three Allied/Support area credit hours (9 hours total)</b>
_____	_____	<b>3</b>	
_____	_____	<b>3</b>	

### 31 Total Credit Hours