

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>
_____	FHCE 6000	3	Consumer Analytics: Evidence-Based Strategy <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</i>
_____	FHCE 7050	3	Consumer Analytics: Evidence-Based Innovation <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.</i>
_____	FHCE 7150	3	Consumer Analytics: Evidence-Based Policy <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.).</i>
_____	FHCE 8025	3	Research Evaluation and Theory in Financial Planning, Housing and Consumer Economics Practice <i>Designed to help students develop the background and skills necessary to evaluate research and practice from a grounded theoretical perspective.</i>
_____	GRSC 7001	1	GradFirst Seminar <i>Students should consult the GradFirst website for a list of appropriate courses</i>

_____	3	Two Additional Statistical Methods Courses <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, ERSH 8750, QUAL 8410, or other methods course being offered.</i>
_____	3	

18 Total Core Hours

APPLIED CONSUMER ANALYTICS INTERNSHIP

_____ **FHCE 7960** **3+** **Quantitative Internship**

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.

9 Allied/Support area credit hours

30 Total Credit Hours