

Tilburg School of Economics and Management

**Course List *MSc Marketing Analytics***

In order to be admitted to the Msc **Marketing Analytics**, a solid foundation in the following subjects is required:

* Mathematics and Statistics (18 ECTS)
* Economics (12 ECTS)
* Management (12 ECTS)
* Finance or Accounting (12 ECTS)
* Marketing (12 ECTS): *especially Marketing, Marketing Research, and Consumer Behavior*
* Academic Training (24 ECTS): *this includes an individual thesis or courses that specifically focus on research skills and an academic way of working*

To assess your eligibility for admission, we require information regarding your prior education. Please include all courses you have completed (or will complete before the start of your (pre-)Master’s program at Tilburg University) as part of your previous degree(s) in the required subject fields of the Course List on the next page(s). Please include the following information:

* course name + course code (both as mentioned on your transcript)
* number of credits for each course
* a course description for each course (in English or in Dutch), describing the main content of the course (covered topics, learning objectives, used literature etc.). You can find a course description in the course catalogue or on the website of your educational institution. Please consult your current study advisor on how to obtain this information. If your current university cannot provide a course description, you can write it yourself. Next to this, please add the URL of the course description in your university’s course catalogue (*mind: not just the URL, please fill in the complete course description on the form itself*).
* In case you already studied or are studying a Master’s program as well, you need to indicate for each course whether it was taken at Bachelor’s or Master’s level.

If you did not complete any courses in a certain subject field, you can leave those rows empty.

Should you have completed more courses in any of the listed fields, please add additional rows for that field.

**Please note that**:

1. These courses must have been part of a degree that you either have obtained or will obtain before you start your (pre-)Master’s program at Tilburg University.
2. If a course covered content of multiple subjects, please list it under its main subject. There is no need to list one course twice or more.
3. We need to be able to find the courses you added in the course list on your Transcript of Records.
4. If you did not complete any course in a certain subject field, you can leave those rows empty.

Should you have obtained more courses in one of the listed subjects, you can naturally add more rows there.

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**Example**

|  |  |  |  |
| --- | --- | --- | --- |
| **Subject** | **Course Name:** | **Course Code:** | **Number of credits:** |
| Statistics | 1. *Mathematical Statistics*  | *STATS 3012* | *4 credits* |
| **Course Description**: *This course is concerned with the fundamental theory of random variables and statistical inference.* *Topics covered are: calculus of distributions, moments, moment generating functions; multivariate distributions, marginal and conditional distributions, conditional expectation and variance operators, change of variable, multivariate normal distribution, exact distributions arising in statistics; weak convergence, convergence in distribution, weak law of large numbers, central limit theorem; statistical inference, likelihood, score and information; estimation, minimum variance unbiased estimation, the Cramer-Rao lower bound, exponential families, sufficient statistics, the Rao-Blackwell theorem, efficiency, consistency, maximum likelihood estimators, large sample properties; tests of hypotheses, most powerful tests, the Neyman-Pearson lemma, likelihood ratio, score and Wald tests, large sample properties.*EXAMPLE*Literature: 1. Writer, A. , Advanced Statistics for Example Bachelor’s students* *2. Readers during lectures, Manual on Canvas**Bachelor’s level, Example University*<https://www.exampleuniversity.edu/course-outlines/stat3012>  |

*Please note that the final assessment of your application as a whole lies with the Admission Committee. The requirements above are indicative. Your application for the Master’s program will be considered for the Master’s as well as for the pre-Master’s program in Marketing Analytics.*

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| --- | --- | --- | --- |
| **Subject** | **Name of the Course[[1]](#footnote-1):** | **Code of the course[[2]](#footnote-2):** | **Number of credits[[3]](#footnote-3):** |
| Mathematics and Statistics | 1. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 2. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 3. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 4. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 5. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| Economics | 1. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 2. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 3. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| Management | 1. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 2. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 3. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| Finance or Accounting | 1. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 2. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 3. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| Marketing  | 1. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 2. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| 3. *Name of the course* | *Code of the course* | *Credits* |
| Course Description: *description of the main content and topics covered during the course* |
| Academic Training  | 1. *Name of the course/thesis* | *Code of the course* | *Credits* |
| Course/Thesis Description: *description of the main content and topics covered during the course* |
| 2. *Name of the course/thesis* | *Code of the course* | *Credits* |
| Course/Thesis Description: *description of the main content and topics covered during the course* |
| 3. *Name of the course/thesis* | *Code of the course* | *Credits* |
| Course/Thesis Description: *description of the main content and topics covered during the course* |
| Total number of credits obtained during your previous degree: | *Total number of credits of the degree as a whole* |

Please type your full name and the date you completed the form below. **By doing so, you are confirming that you have completed this checklist correctly.** It is your responsibility to ensure that the information is correct and complete.

Full name: ……………………………………………………………………………………………. Date: day/month/year

1. Please write down the name of the course exactly as it appears on your Transcript of Records. [↑](#footnote-ref-1)
2. Please write down the code of the course exactly as it appears on your Transcript of Records. If your Transcript of Records does not feature course codes, you can leave this column empty. [↑](#footnote-ref-2)
3. Please write down the number of credits obtained for the course exactly as it appears on your Transcript of Records. [↑](#footnote-ref-3)