ABOUT THIS PROGRAM

WHAT IS ADVANCED DATA ANALYTICS?

This degree shows you how to look at data as actionable indicators of where your industry is headed, who your clients are, and what comes next. By combining big data, statistics and data visualization, this degree will give you a sophisticated understanding of how to use of data and quantitative techniques to help your organization improve its processes. You’ll understand the science behind the data because the interdisciplinary coursework focuses on analysis, data structures and domain knowledge.

FALL 2021 TUITION AWARD

Break into the in-demand field of data analytics and make yourself more valuable to employers with a M.S. in Advanced Data Analytics. As a new student in Fall of 2021, receive a tuition award of $500 for enrolling in one class and $1,000 for enrolling in two classes in any of the approved M.S. Data Analytics classes at Frisco.

CHOOSE YOUR PATH

Combine 18 hours of core course work with a 12 hour focus area:

- Sports Entertainment Management (UNT at Frisco)
- Statistics (UNT at Frisco)
- Digital Retailing (Online)
- Health Data Analytics (Online)
- Management (Online)

Students are not required to have a concentration, this degree can also be completed by taking 21 hours of core coursework with 9 elective hours.

Each Advanced Data Analytics course is worth 3 semester credit hours. To finish this degree you will take 10 courses, or 30 hours.
DEGREE REQUIREMENTS

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>HOURS</th>
<th>DESCRIPTION</th>
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<tr>
<td>Core Courses</td>
<td>18 Hours*</td>
<td>All ADTA students will take six core courses for the MS degree. These classes include introductory content for data analytics, as well as a capstone course that is project-based to give students the ability to apply their learning to real-world experiences.</td>
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<tr>
<td>Concentrations</td>
<td>12 Hours</td>
<td>There are five concentrations within the ADTA Master's degree program that students can choose from. They include Digital Retailing, Health Data Analytics, Management, Sports Event Management, Social Media Analytics, and Statistics. Students can also take a 12 hour ADTA general concentration which is ADTA 5250 and 3 electives.</td>
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*A minimum of 30 hours is required for a ADTA MS degree.

CONCENTRATION DETAILS

Sports:
Focus on the sports industry including course buildups about marketing, management, and consulting. Courses provide ample opportunities for students to learn about how Data Analytics play a role in the world of sports and entertainment.

Statistics:
Mixes biostatistical and computing courses to prepare students with the skills they need to understand Data Analytics alongside biocomputing. Advanced math and science curriculum.

Digital Retailing (Online):
Courses are centered around retail and consumer topics such as customer analysis, digital optimization for retailing, and comparing tactics for digital markets. Exercise of these experiences involve website retail.

Health Data Analytics (Online):
Utilization of Data Analytics within the medical world are taught in this concentration. Topics in Health Services like marketing, information systems, and financial issues are required for students to learn in order to be prepared for the clinical applications of data.

Management (Online):
Organizational and leadership course studies are required by students. Specifically, courses explore employment structures, employee connections, and workplace communication effects. All classes come from our Management department.

RESOURCES

TALK TO AN ADVISOR
Jasmine Quezada, M.Ed., is here to help you navigate your degree in ADTA and UNT at Frisco. From start to finish she has the tools and knowledge to help you apply, choose the right courses for you, and make sure you can finish on your schedule.

Email them at jasmine.quezada@unt.edu.

HOW TO APPLY
Visit frisco.unt.edu/admissions for a full guide on applying to UNT at Frisco.

Scan the QR code to visit our admissions page for more information or visit frisco.unt.edu/admissions.