

Concentrations in Biostatistics and Business and Marketing Analytics

Starting in Fall of 2018, students will be able to get their Master's degree in Applied Statistics with a concentration in either Biostatistics or Business and Marketing Analytics. Students will also still have the option to get the more general Master's in Applied Statistics without a concentration.

Our Master's degree in Applied Statistics with a concentration in Biostatistics will prepare students for careers in medical research, pharmaceutical statistics, and bioinformatics. This concentration will provide students with the tools to help answer pressing research questions in medicine, biology and public health, such as whether a new drug works, what toxicants are linked to cancer and other diseases, and how long a person with a certain illness is likely to survive. Students in this concentration will choose from a wide variety of elective courses in areas such as Survival Analysis, Longitudinal Data Analysis, Data Mining, and Applied Bayesian Methods.

Our Master's degree in Applied Statistics with a concentration in Business and Marketing Analytics will prepare students for careers in business, banking, risk management, and marketing analytics. This concentration will provide students with the necessary knowledge to answer questions such as whether or not an advertising campaign was successful, how one can better predict consumer behavior, how to determine which factors are most important in profitability, and how to best communicate results to a nontechnical audience. Students in this concentration will choose from a wide variety of elective courses in areas such as Time Series, Marketing Analytics, Statistical Methods in Business and Finance, and Multivariate Data Analysis.

Students may select a concentration at the time of application to the Program. They will have the option of changing concentrations (or moving to the general degree) at any time while enrolled in the Program. More information about courses and degree requirements can be found on the Curriculum page. For more information please contact Professor Rieger at rieger@wcupa.edu