

Marketing Analytics

Marketing analytics comprises the data-driven methods, techniques, and technologies that enable marketers to evaluate the success of their marketing initiatives and campaigns. This concentration offers the opportunity to learn the cutting-edge skills necessary to harness, process, and analyze data to address modern marketing challenges. It combines data science, consumer analysis, marketing management, and predictive modeling into an integrated curriculum that is designed to prepare students for successful careers in marketing analytics and other data-driven business specializations.

Concentration Requirements

CONCENTRATION IN MARKETING ANALYTICS

Note: Students may double count up to one course in another business concentration.

Code	Title	Hours
Required Courses		
MKTG 3301 or MKTG 4506	Marketing Management Consumer Behavior	4
MKTG 3401	Marketing Research	4
MKTG 3501	Marketing Analytics	4
Elective		
Complete one of the following:		4-5
CS 2500 and CS 2501	Fundamentals of Computer Science 1 and Lab for CS 2500	
DS 2000 and DS 2001	Programming with Data and Data Science Programming Practicum	