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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3301</td>
<td>Marketing Management</td>
<td>4</td>
</tr>
<tr>
<td>or MKTG 4506</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 3401</td>
<td>Marketing Research</td>
<td>4</td>
</tr>
<tr>
<td>MKTG 3501</td>
<td>Marketing Analytics</td>
<td>4</td>
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</table>

**Elective**

Complete one of the following: 4-5

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>CS 2500  and CS 2501</td>
<td>Fundamentals of Computer Science 1 and Lab for CS 2500</td>
<td></td>
</tr>
<tr>
<td>DS 2000  and DS 2001</td>
<td>Programming with Data and Data Science Programming Practicum</td>
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