

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 programming, quantitative analysis, data-driven consumer insights, 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 2602	Quantitative Analysis of Consumer Data	4
MKTG 3402	Gaining Insights from Consumer Data	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	