

# 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
<b>Required Courses</b>		
MKTG 2602	Quantitative Analysis of Consumer Data	4
MKTG 3402	Gaining Insights from Consumer Data	4
MKTG 3501	Marketing Analytics	4
<b>Elective</b>		
Complete one of the following:		4-5
CS 2000 and CS 2001	Introduction to Program Design and Implementation and Lab for CS 2000	
CS 2100 and CS 2101	Program Design and Implementation 1 and Lab for CS 2100	
DS 2500 and DS 2501	Intermediate Programming with Data and Lab for DS 2500	
MKTG 2601	Programming with Consumer Data	