

Marketing Analytics, Minor

Marketing analytics comprises the data-driven methods, techniques, and technologies that enable marketers to evaluate the success of their marketing initiatives and campaigns. This minor, aimed at non-D'Amore-McKim students 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.

Minor Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified.

Note: Students in D'Amore-McKim or in a combined program with D'Amore McKim are not allowed to take this minor.

Required Courses

Code	Title	Hours
MKTG 2209 or MKTG 2201	Introduction to Marketing	4
MKTG 2602	Quantitative Analysis of Consumer Data	4
MKTG 3402	Gaining Insights from Consumer Data	4
MKTG 3501	Marketing Analytics	4

GPA Requirement

Minimum 2.000 GPA required in all completed courses