

MKTG 361: Marketing Analytics

Introduces the principles and strategic concepts related to data-driven decision making. Learn various analytics-based techniques including data mining, data visualization, sales and profit margin analysis, predictive analytics, digital marketing metrics, and e-commerce analytics, which can all inform the marketing strategy of a business. Gain first-hand experience in analytics platforms such as Tableau & Google Analytics, while earning industry-relevant certifications.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c) , B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS