

ANALYTICS AND INFORMATION TECHNOLOGY MAJOR

Requirements

Course	Title	Credits
Required Courses		
CMBU 4412	ST: Understanding Audiences/Users	3
INSY 4505	AI and Data-Driven Marketplaces	3
INSY 3432	Data Management and SQL	3
INSY 3436	Programming with Python	3
INSY 4431	Web Analytics	3
One of the following CMBU courses:		3
CMBU 4453	Social Media	
CMBU 4471	Business of New Media	
CMBU 4413	Digital Media & Promo Comm	
CMBU 4416	ST: The Business of Video Games	
Electives		
Three upper-level INSY courses ¹		9
One of the following options: ²		3 to 4
One CMBU upper-level course		
One additional INSY upper-level course ¹		
DTEM 2417	Data Visualization	
DEST 1002/ NMDD 3450	Intro to Design Prototyping	
DEST/NMDD 3880	Designing Smart Cities for Social Justice	

¹ Any course with the subject code INSY, numbered 3400-4998, of three or more credits, may fulfill this requirement.

² Any course with the subject code CMBU, numbered 3400-4998, of three or more credits, may fulfill this requirement.