CONCENTRATION IN MARKETING ANALYTICS

Massive amounts of data are generated when customers make purchases, go online, and even engage in social media. This concentration teaches students to harness, analyze, and produce insights from these data and find solutions for marketing-related problems.

Requirements

Marketing Analytics can be pursued by Gabelli students as a secondary concentration only.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKBU 3445</td>
<td>ST: Marketing Analytics</td>
<td>3</td>
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<tr>
<td>MKBU 4451</td>
<td>ST: Data Driven Marketing Decisions</td>
<td>3</td>
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<tr>
<td>INSY 4431</td>
<td>Web Analytics</td>
<td>3</td>
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