

# CONCENTRATION IN MARKETING ANALYTICS

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## Requirements

Marketing analytics can be pursued by Gabelli students as a secondary concentration only. Three courses (9 credits) are required.

Course	Title	Credits
MKBU 3445	ST: Marketing Analytics	3
MKBU 4451	ST: Data Driven Marketing Decisions	3
MKBU 4113 or INSY 4431	Digital Marketing Web Analytics	3
<b>Total Credits</b>		<b>9</b>