

CONCENTRATION IN MARKETING ANALYTICS

The marketing analytics secondary concentration builds skills in critical analytical methods that unlock vast marketing opportunities. Students engage in hands-on training, applying analytical approaches to assist marketing decisions. Topics from data analytics, traditional marketing, and digital marketing combine to bridge the gap between managerial needs and technical expertise. In addition to students with a specific interest in marketing analytics, this secondary concentration would also be useful for those who will use analytics insights in other marketing and managerial roles.