# MARKETING ANALYTICS

The marketing analytics minor is designed for students with practical quantitative skills who wish to measure and analyze market data to better understand and increase an organization's return on investment and to improve their customer experience. Students will become competent with analytical techniques for decision modeling, marketing analytics, and marketing engineering. The minor is specifically designed to be completed by students from any discipline. Given that many of the non-business electives have other prerequisite classes, this minor may be especially attractive to students also interested in economics, data science, computer science, or statistics.

## Minor Requirements

### Required Prerequisites

| Code | Title | Credits |
|---|---|---|
| ECON 201B | Principles of Macroeconomics [1] | 3 |
| or ECON 202B | Principles of Microeconomics | |
| **Total Credits** | | **3** |

[1] The non-marketing electives may also have additional prerequisites outside of the minor.

### Requirements

Student must then complete fifteen (15) credits of classes.

| Code | Title | Credits |
|---|---|---|
| **Marketing Analytics Minor Requirements** | | |
| MKTG 301 | Principles of Marketing | 3 |
| MKTG 413 | Marketing Analytics | 3 |
| Select 9 credits from the following options | | 9 |
| DATA 350 | Applications of Databases | |
| DATA 401 | Applied Machine Learning | |
| or DSCI 401 | Applied Machine Learning | |
| DATA 402 | Analytics Applications and Development | |
| or DSCI 402 | Analytics Applications and Development | |
| DATA 419 | Data Mining | |
| or CPSC 419 | Data Mining | |
| DATA 420 | Modeling and Simulation | |
| or CPSC 420 | Modeling & Simulation | |
| DSCI 363 | Operations Management | |
| ECON 361A | Introductory Econometrics | |
| ECON 460 | Applied Economic Analysis | |
| or ECON 462 | Advanced Economic Analysis | |
| MKTG 411 | Marketing Research | |
| MKTG 417 | Digital Marketing | |
| MKTG 490 | Marketing Strategy | |
| STAT 320 | Applied Regression Analysis | |
| STAT 420 | Applied Multivariate Statistics | |
| **Total Credits** | | **15** |

## Business Faculty

Filiz Tabak, *Dean for Faculty*

### Professors
Christopher J. Garcia
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