MKT6337 - Marketing Predictive Analytics Using SAS

MKT 6337 (BUAN 6337) Marketing Predictive Analytics Using SAS (3 semester credit hours) This course is designed for those interested in a career in marketing analytics. Students analyze data from large databases to make important marketing decisions. These methods are commonly employed in online marketing, grocery stores, and in financial markets. Students will acquire knowledge about the tools and software that are used to understand issues such as who the profitable customers are, how to acquire them, and how to retain them. The tools can also be used to manage brand prices and promotions using scanner data as is done in supermarkets. Prerequisites: (MKT 6301 or major in MS Business Analytics) and OPRE 6301 or instructor consent required. (3-0) Y (2016-03-17 11:24:58)