MKT6342 - Data Visualization and Customer Insights Development

MKT 6342 Data Visualization and Customer Insights Development (3 semester credit hours) This course provides managers with a foundation in analysis and presentation techniques. Students learn the combination of business intelligence using advanced Excel and Tableau with data visualization. Students learn how to create and use data visualization, how to formulate and extract insights, and make executive level presentations. A significant component of the course will consist of critical thinking, problem-solving and decision making techniques using in customer insight development. Prerequisites: MKT 6301 or instructor consent required. (3-0) Y (2016-03-17 11:26:37)