MKT 6342 Marketing Customer Insights Development

This course provides managers with a foundation in analysis and presentation techniques. Students will learn how to create and use data visualization, apply estimation techniques, solve problems by applying frameworks and extract insights from data. The art and technique of preparing and delivering executive level presentations will be emphasized. A significant component of the course will consist of critical thinking, problem-solving and decision making techniques using in customer insight development. Corequisite: MKT 6301. (3-0) Y