MKT4337 - Marketing Analytics

[MKT 4337](#) Marketing Analytics (3 semester credit hours) This course is designed for those interested in an entry-level marketing analytics position. Students will analyze data to make key marketing decisions such as which customers to target to increase profitability or which new products to introduce to build incremental business. Students will also be introduced to software products used in the analysis of sales, marketing, and distribution data. Prerequisite: [MKT 3300](#). (3-0) Y