

MKT6337 - Predictive Analytics Using SAS

[MKT 6337](#) ([BUAN 6337](#)) 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. Prerequisite: [OPRE 6301](#) or [OPRE 6359](#) or [BUAN 6359](#). (3-0) Y