MKT6347 - Marketing Analytics Project

MKT 6347 Marketing Analytics Project (3 semester credit hours) Sponsored by local industries, this combination lecture and project provides students with an opportunity to apply relevant skills and knowledge needed to solve real world marketing analytics and insights challenges. Students work in a team environment, interact with industry professionals, and gain industry specific knowledge and software skills. Prerequisites: (BUAN 6359 or OPRE 6301) and (BUAN 6320 or MIS 6320 or MIS 6326). Prerequisite or Corequisite: BUAN 6337 or MKT 6337. (3-0) Y