MKT 4341 - Predictive Analytics

MKT 4341 Predictive Analytics (3 semester credit hours) This course is an advanced analytics course used to make predictions about future events based on data mining, statistical analysis, modeling, machine learning, and artificial intelligence. Students will use tools and software to analyze data from large databases to make important marketing decisions affecting areas like online marketing, retail, and financial markets. Prerequisite: OPRE 3360 or STAT 3360. (3-0) Y