MKT 6337 (BUAN 6337) Predictive Analytics Using SAS (3 semester credit hours) This course is designed to provide students with in-depth knowledge of the analytical techniques frequently used in marketing analytics. Students analyze data from real world datasets to make useful marketing decisions. These econometric methods are commonly employed in online marketing, the retail sector, and financial services. Students will acquire knowledge about the methods and software that are used to understand issues such as who the profitable segments/customers are, how to acquire them, and how to retain them. The tools can also be used to manage brand prices and promotions using grocery scanner data. Prerequisite: OPRE 6301 or BUAN 6359 or OPRE 6359. (3-0) Y