MKT6345 - Quantitative Marketing Decision-Making

MKT 6345 Quantitative Marketing Decision-Making (3 semester credit hours) This course teaches graduate students how to make good marketing decisions using quantitative analysis. Students will use Excel or R for data analysis, but the focus is on making good recommendations for management. Students are expected to have a basic knowledge of statistics and PC proficiency (e.g., importing/exporting files). Topics will cover models used to make good decisions in the following areas: strategic marketing, segmentation, positioning, managing marketing mix, product management, advertising and communication, sales force management, retail location and management, and service management. Prerequisite: OPRE 6301 or BUAN 6359 or OPRE 6359. (3-0) Y