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