MKT 6353 Customer Analytics and Insights (3 semester credit hours) Techniques to analyze, interpret, and utilize marketing data sets for prospecting purposes and to identify and retain profitable customers. The course will focus on omnichannel data and techniques such as Life-Time Value, RFM, response analysis, and attribution. Additional emphasis on developing critical thinking skills and problem-solving techniques to find and present actionable insights to management. Prerequisite: OPRE 6301 or RUAN 6359 or OPRE 6359. (3-0) Y