

# MKT6373 - Introduction to Programming for Analytics

[MKT 6373](#) ([BUAN 6373](#)) Introduction to Programming for Analytics (3 semester credit hours) This course introduces students with no programming background to two of the most popular and widely used languages in analytics: Python and R. Students will learn programming fundamentals including object-oriented approaches, the use of libraries, lists, functions, basic data hygiene issues, tools, and fundamental data structures. The applicability, advantages, and disadvantages of each program when used for analytical techniques such as response and logic models, clustering, segmentation, times series, and others will be explained. The course is meant as an introduction, to be followed by additional and advanced courses for those who wish to achieve full proficiency. May not be used to fulfill degree requirements in MS Business Analytics or MS Information Technology and Management. (3-0) S