

MKT6379 - Marketing by Numbers

[MKT 6379](#) Marketing by Numbers (3 semester credit hours) This course is meant to provide students with business math and statistical literacy. Business and statistical concepts will be taught through both lectures and hands-on exercises using excel or other software. Topics include basic statistical concepts such as sampling, estimation, inferences, and regressions. Business math topics will include weighted averages, ratios, and indexes as well as understanding and calculating key marketing formulas and concepts such as breakeven analysis, market share, ROI, causal experiments, pricing, marketing mix problems, Life-Time-Value, Profit & Loss, and breakeven analysis. The course will cover data visualization basics such as selecting the right visualization option based on data types and complexity. Throughout the course, emphasis will be on the application to real-world problems using proven techniques to analyze and interpret data. (3-0) S