# MKT6346 - Marketing Retail Analytics

[MKT 6346](#) Marketing Retail Analytics (3 semester credit hours) The retail industry continues to evolve rapidly in the age of geo-location, mobile, big data, and artificial intelligence. This course will leverage and apply data-driven techniques, tools, and models to analyze data and develop insights within a marketing context. Topics covered include competitive strategy, location modeling, market basket analysis, pricing, promotional strategies, shelf analysis and optimization, rewards and loyalty programs, and integrating offline and online strategies. The emphasis of the course is on applying these statistical methods so as to analyze, predict, and optimize the effects of different marketing decisions on profitability. Prerequisite: [OPRE 6359](#) or [BUAN 6359](#) or [OPRE 6301](#). (3-0) Y