MKT4390 - Advanced Marketing Analytics

[MKT 4390](#) Advanced Marketing Analytics (3 semester credit hours) This course prepares students for a career in marketing analytics. This course involves an introductory look at analyzing data using a set of statistical tools to assist with good decision making and predicting outcomes based on predictive models. The methods discussed in the course are used in many areas for various purposes including cross-selling and customer relationship building. Prerequisites: [MKT 3300](#) and [MKT 4337](#) and ([OPRE 3360](#) or [STAT 3360](#)). (3-0) Y