

Minor in Marketing Analytics

The minor in marketing analytics allows business students to pursue a focused program of study in marketing analytics. The program prepares students to identify challenges and opportunities in social media marketing and then develop creative solutions. It offers students the necessary knowledge and enhances their skills to tackle real problems in social media marketing by harvesting and analyzing data from social media and then using findings to improve the performance of business organizations.

Degree Plan

Minor in Marketing Analytics for Business Majors

Code	Title	Hours
MKT 3330	Intro to Marketing Analytics	3
MKT 3350	Marketing Metrics	3
MKT 4301	Marketing Research	3
MKT 4330	Advanced Marketing Analytics	3
Total Hours		12