

MRKT 440. MARKETING ANALYTICS.

Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

Description

Analytic techniques available to marketing managers including practice with actual data sets to use the techniques. Topics covered will include customer and product analytic models, digital marketing, and marketing resource allocation.

- Prerequisite: MGCR 352
- Restriction(s): Open only to U2 and U3 students. Not open to students who have taken MRKT 434 when topic was "Marketing Analytics".

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

[Launch Visual Schedule Builder](#)