MRKT 442. CUSTOMER ANALYTICS.

Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

Description

Identification of common data science solutions to customer analytics. What, when, where and how to collect customer data. Basic customer analysis and assessment of the influence of marketing programs on business performance and customer satisfaction. Insights gained from analytics to a non-technical audience. Examination of the cutting edge applications of customer analytics and emerging trends.

- Prerequisite: MGSC 401

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