

MRKT 671. ADVANCED MARKETING ANALYTICS.

Credits: 1.5

Offered by: Management (Graduate Studies)

Terms offered: Summer 2025, Winter 2026

View offerings for Summer 2025 or Winter 2026 in Visual Schedule Builder.

Description

The course will introduce students to advanced marketing analytic techniques available to managers and give them hands-on experience on using these with actual datasets. The major learning vehicle will be lectures with step-by-step exposition of analytical techniques with actual data. These will be then complemented with cases involving data analysis. Topics covered include customer and product analytics techniques.

- Prerequisite(s): (INSY 660 OR INSY 662 OR Instructor's approval) AND (MGSC 660 OR MGSC 661 OR Instructor's approval)

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

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