

# RETL 611. 360-DEGREE CUSTOMER INSIGHT

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Credits: 3

Offered by: Management (Graduate Studies)

Terms offered: Fall 2025

[View offerings for Fall 2025 in Visual Schedule Builder.](#)

## Description

Key customer concepts and frameworks such as choice models, judgment heuristics, satisfaction models, brand equity models, and theories of persuasion; including cutting edge data analytics relevant to customers such as marketing experiments, observational analysis, physiological/neurological responses, online sentiment, and satisfaction modeling.

- Restriction: Open only to masters' students within the Desautels Faculty of Management.

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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