

Mktg 496: Digital Marketing Analytics

Marketing

Overview of measurement systems used to evaluate the effectiveness of digital marketing strategies. The course emphasizes using available performance data to inform strategic decisions with the goal of optimizing digital marketing campaigns.

3 Credits

Prerequisites

- [Mktg 353: Advertising and Promotion](#) \$target.descriptions.MinimumGrade\$
- [Mktg 351: Marketing Principles](#) \$target.descriptions.MinimumGrade\$
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

- Lecture: Lecture for Mktg 496

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

