

Mktg 496: Business Analytics

[Marketing, Analytics & Prof Sales](#)

Students develop critical skills for today's intensive, data-driven decision making through practical-use cases cutting across multiple business functions. Students gain experience with relevant software tools and apply descriptive and predictive analytics to data describing markets, customers, products, services, and industries. Emphasis is placed on applications, concepts, and the interpretation and communication of results.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) \$target.descriptions.MinimumGrade\$
- Pre-Requisite: 24 Earned Hours
- Pre-Requisite Econ 302 OR Bus 302

Instruction Type(s)

- Lecture: Lecture for Mktg 496
- Lecture: Hybrid Lecture for Mktg 496

Subject Areas

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

Related Areas

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

