

# Data Analytics Marketing Concentration

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## Program Overview

Data Analytics is a joint program of the Zimpleman College of Business and the College of Arts and Sciences designed to develop analysts who can work with data to uncover practical insights and support sound and ethical decision-making. The foundation of the program is a core of computer science and statistics classes that build problem-solving skills. Each student also takes two elective courses.

## Data Analytics Marketing Concentration

This optional concentration is available only to Data Analytics majors.

| Code        | Title                        | Hours |
|-------------|------------------------------|-------|
| ECON 002    | PRINCIPLES OF MICROECONOMICS | 3     |
| MKTG 101    | MARKETING PRINCIPLES         | 3     |
| MKTG 113    | MARKETING RESEARCH           | 3     |
| MKTG 130    | MARKETING ANALYTICS          | 3     |
| Total Hours |                              | 12    |