

DATA ANALYTICS MARKETING CONCENTRATION

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