

Data Analytics Marketing Concentration

Program Overview

Data Analytics is a joint program of the Zimpleman College of Business (BSBA) and the College of Arts and Sciences (BS) designed to develop analysts who can work with data to uncover practical insights and support sound and ethical decision-making. Students in either the BSBA or BS may complement the major with an optional data analytics marketing concentration.

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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