Marketing Analytics Career

Recommended Marketing Curriculum

**Required Core (12 hours)**

- MKTG 3323  Consumer and Market Behavior
- MKTG 4333  Marketing Research
- MKTG XXXX  Marketing Analytics
- MKTG 4683  Marketing Management*

* Students earning the Certificate in Customer Interface Excellence should take MKTG 4693.

**Recommended Marketing Electives (15 hours)**

- MKTG 4983  E-Commerce/Digital Marketing
- MKTG 4993  Database Marketing
- MKTG XXX2  Marketing Analytics II

Plus six hours of other electives

Students interested in Marketing Analytics Careers should consider courses offered in Management Science and Information Systems for their 12 hours of Business Electives. Non-business electives can be substituted with approval from the Chair of the School of Marketing and International Business.

For more information contact: