

# Marketing Analytics Career

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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: