

Marketing Analytics Badge

Course Descriptions

MKT 3380 - Marketing Research (offered Spring only online asynchronous)

MKT 3420 - Digital Media Marketing (offered Fall only online asynchronous)

MKT 3390 - Marketing Analytics (offered Spring only in-person or online synchronous*)

MKT 3380 Fundamentals of Marketing Research

This course introduces the primary methods and tools used to conduct effective, valid and reliable research to obtain the information needed to develop and meet the needs and goals of the organization. Emphasis will be on how to specify information needs and design a research study to meet those needs; collect, analyze and use marketing research data to make effective marketing decisions; and communicate the research findings and their implications to top management.

MKT 3420 Digital Media Marketing

This course will equip students with the basic knowledge and skills needed to develop integrated digital media marketing programs. With consumers and businesses shifting attention from traditional to digital and mobile media, students will focus on the need to develop digital media marketing plans and campaigns that are cohesive, effective and reinforce the brand/company image across a variety of platforms.

MKT 3390 Marketing Analytics

Marketing is rapidly changing due to today's dynamic and connected environments. New approaches to marketing are heavily dependent upon analytical tools and the effective use of those tools depends on the knowledge and skills of the users. The availability of spreadsheet software such as Excel has made it easier to analyze and visualize data that represents the marketplace and marketing phenomena. This course is designed to help marketing students understand the role of analytical techniques and computer models, and how they enhance marketing decision-making. Using a case-based approach, students apply these analytical techniques to marketing activities such as market segmentation, branding and positioning, choice modeling, new product design, forecasting and marketing communications.