

# MARKETING: CUSTOMER ANALYTICS TRACK

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The Customer Analytics Track within the Marketing Major focuses on the research component of the marketing discipline (data collection, organization, analysis, and interpretation). It is designed for students interested in marketing research, consumer insights, customer analytics, or graduate work in marketing.

## Marketing: Customer Analytics Track Requirements: 18 Credits

Code	Title	Credits
<b>Marketing Core required courses:</b>		
MKT 333	Consumer and Market Behavior	3
MKT 343	Marketing Research	3
MKT 473	Marketing Management: Policy and Strategy	3
<b>Customer Analytics required course:</b>		
MKT 361	Marketing Analytics	3
<b>Customer Analytics Electives (select two from the list of courses below):</b>		<b>6</b>
BIA 354	Data and Information Management	
BIA 385	Python Programming for Data Analytics	
BIA 484	Machine Learning	
ECO 418	Econometrics	
FIN 505	Financial Modeling	
MKT 433	Digital Marketing	
<b>Total Credits</b>		<b>18</b>

NOTE: MKT 363 Global Marketing and MKT 366 Marketing Internship may not service as a major elective for the Customer Analytics Track.