

MKT 2240: Marketing Analytics

Covers analytics skills necessary for marketing decision making; adds experience with SAS JMP, Google Analytics and Adwords (certifications earned in course), advanced Excel functionality, and other analytical techniques to reflect marketplace changes. Maximum of 5 VSB minors.

Credits: 3.0

Prerequisites:

VSB 2020

SBI 3006

SBI 3040

VSB 2006

VSB 2008

(VSB 2020 or SBI 3006 or SBI 3040) and VSB 2006 and VSB 2008

Program: [Marketing](#)