

Marketing Analytics Certificate

Minimum Required Credits: 12

Code	Title	Credits
BUSN 380	Analytics for Business Decision Making	3
MRKT 320	Foundations of Marketing	3
MRKT 466	Digital Marketing Analytics	3
Elective (pick one):		
MRKT 450	Marketing Research	3
or MIS 340	Applied Business Intelligence	
or CSCI 473	Foundations of the Digital Enterprise	
or MIS 479	Business Data Mining and Predictive Analytics	
Total Credits		12