The marketing analytics track aims to provide the knowledge and skills that drive success in today's rapidly evolving, data-focused business environment. Students will gain hands-on exposure to advanced marketing data analytical tools and frameworks with a firm grounding in the essentials of strategic marketing. This track is ideal for students seeking to pursue careers in marketing research and customer insights as well as in marketing consulting.

Curriculum Requirements

MKT 282 - Analysis of Markets (flex core)

Choose three courses from list below:

- MKT 382 - Strategic Marketing
- MKT 382 - Data Mining for Business Intelligence
- MKT 382 - Data Analytics and Dynamic Pricing
- MKT 382 - Scientific Marketing Analysis and Implementation
- MKT 382 - Marketing Analysis and Information
- MKT 382 - Marketing Metrics

Understanding Customers – choose one (1) course from list below:

- MKT 382 - Consumer Behavior
- MKT 382 - Connecting with Customers in a Digital World
- MKT 382 - Customer Strategy

Marketing Mix – choose one (1) course from list below:

- MKT 382 - Brand Management
- MKT 382 - Integrated Marketing Communications
- MKT 382 - Pricing Channels
- MKT 382 - New Product Development
- MKT 382 - Marketing High-Tech Products

Recommended McCombs Electives:

- LEB 380 - Law for Entrepreneurs
- MKT 382 - Marketing & Costumer Insights Practicum/CCIMS
- Marketing Fellows
- MKT 382 - Corporate Governance
- MKT 382 - Business and the Environment
- MKT 382 - Invisible Global Markets
- IB 395 - Emerging Markets

Total credit hours: 20

Career Opportunities

- Market Research Associate
- Marketing Strategy Consultant
- Pricing Manager