

# Mktg 496: Digital Marketing Analytics

## Marketing

Overview of measurement systems used to evaluate the effectiveness of digital marketing strategies. The course emphasizes using available performance data to inform strategic decisions with the goal of optimizing digital marketing campaigns.

3 Credits

### Prerequisites

- [Mktg 353: Advertising and Promotion](#)
- [Mktg 351: Marketing Principles](#)
- Pre-Requisite: 24 Earned Hours

### Instruction Type(s)

- Lecture: Lecture for Mktg 496

### Subject Areas

- [Marketing/Marketing Management, General](#)

### Related Areas

- [International Marketing](#)
- [Marketing Research](#)

