

# Mktg 496: Marketing Analytics

## Marketing

Explores the application of analytics to overall marketing strategies through the use of applied tools such as predictive modeling, customer data analyses, product data analyses, and web analytics. Students are exposed to a range of marketing analytic software tools and techniques.

3 Credits

### Prerequisites

- [Mktg 351: Marketing Principles](#)
- Pre-Requisite: 24 Earned Hours
- Pre-Requisite Econ 302 OR Bus 302

### Instruction Type(s)

- Lecture: Lecture for Mktg 496

### Subject Areas

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

### Related Areas

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

