

Emphasis - Marketing Analytics

- [B.B.A. in Marketing](#)
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B.B.A. in Marketing Description

Curricula of the School of Business Administration are designed both for those who plan to operate their own businesses and for those who plan to occupy responsible positions in business organizations. The marketing curriculum provides instruction in basic principles, major functions, and principal institutions of marketing. It emphasizes skills needed in advertising, retailing, sales management, marketing research, product management, distribution management, and related areas.

Minimum Total Credit Hours: 120 General Education Requirements

The general education requirements for the B.B.A. include first-year composition (6); humanities (3); fine arts (3); humanities or fine arts (3); mathematics (6); lab science (6-8); social science (6).

For a detailed description of each category and course classifications, please refer to the [General Education Core Curriculum](#)

Course Requirements

Requirements for the major in marketing include the B.B.A. core: Accy 201, 202 (3, 3); Bus 230; Bus 271; Bus 250; Bus 302; Mktg 351; Fin 331; Mgmt 371; Mktg 372; Mgmt 493; MIS 309; 300-level business elective (6); and 300-level business/nonbusiness elective (3).

In addition to the B.B.A. core, the major in marketing requires 24 semester hours beyond the Principles of Marketing (Mktg 351) course and must include the following courses: Mktg 367, 451, 452, 525, and 12 hours from an emphasis in digital marketing, global supply chain management, marketing analytics, or sales. If students choose not to pursue an emphasis, they may take 12 hours of any 300-level or above Mktg course not already required for the major. With department chair approval, a maximum of 3 credit hours of Mktg 395 may be used toward any of the specific emphasis areas listed below.

Digital marketing emphasis courses:

Mktg 353, Mktg 370, Mktg 371, and Mktg 465

Global supply chain management emphasis courses:

Mktg 361, Mktg 462, Mktg 475, Mktg 477, or Mktg 488

Marketing analytics emphasis courses:

Mktg 475, Mktg 488, Mktg 496, and one of the following: Mktg 360 or Mktg 371

Sales emphasis courses: Mktg 354, Mktg 458, and two courses from the

following: Mktg 357, Mktg 358, Mktg 488, or Bus 322

Other Academic Requirements

See School of Business Administration Academic Requirements for rules on when Business students may enroll in specialty major course work. No student may enroll for more than 18 semester hours unless approved by the Dean's Office.

Emphasis - Marketing Analytics Description

The emphasis in marketing analytics focuses on the way data can help make marketing decisions and assess marketing effectiveness. The emphasis includes hands-on experience using industry-standard software for analytical tasks, including preparing and managing data sets, exploring consumer and market data, and predictive modeling.

Course Requirements

For the emphasis in marketing analytics, a student must complete 12 hours of coursework including Mktg 475, Mktg 488, and Mktg 496. An additional fourth course may be either Mktg 360 or Mktg 371.

