

Mktg 496: Business Analytics Marketing, Analytics & Prof Sales

Students develop critical skills for today's intensive, data-driven decision making through practical-use cases cutting across multiple business functions. Students gain experience with relevant software tools and apply descriptive and predictive analytics to data describing markets, customers, products, services, and industries. Emphasis is placed on applications, concepts, and the interpretation and communication of results. 3 Credits

Prerequisites

- <u>Mktg 351: Marketing Principles</u>
- Pre-Requisite: 24 Earned Hours
- Pre-Requisite Econ 302 OR Bus 302

Instruction Type(s)

- Lecture: Lecture for Mktg 496
- Lecture: Hybrid Lecture for Mktg 496

Subject Areas

<u>Marketing/Marketing Management, General</u>

Related Areas

- International Marketing
- <u>Marketing Research</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

