

MINOR IN MARKETING ANALYTICS

The Minor in Marketing Analytics equips students with skills and knowledge relevant to the analysis and interpretation dynamic marketing data that informs strategic decision-making and communicates strategic insights.

Code	Title	Credit Hours
BUS 371	Marketing Fundamentals	3
BUS 472	New Product Development	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 476	Consumer Behavior	3
Additional restriction for Chemical Engineering students: Chemical Engineering majors must also take CHE 426 or another engineering science course.		
Total Credit Hours		15