

Marketing Decision Analytics Minor

Minor requires (12 semester hours)**Required Courses (6 semester hours)**

MKT 569	Interactive and Digital Marketing	3
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MKT 572	Seminar in Marketing Research	3
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Choose 2 courses (6 semester hours) from remaining list:

MKT 574	Customer Relationship Management	3
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or MKT 580	Marketing - Internship	
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MKT 570	Marketing Analytics & Intelligence	3
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MKT 575	Digital Analytics in Marketing	3
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BUSA 511	Business Analytics for Managers	3
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Total Hours		12
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