

MARKETING ANALYTICS, MBA

Campus: NYC

This degree is for those who want to expand their experience with fact-based decision-making and gain the skills necessary to excel in the fast-paced and lucrative field of marketing analytics.

- Analyze simple and complex marketing data for managing customer relationships
- Use data to create customer value and cultivate customer relationships
- Bridge the gap between analytical models and business opportunities with innovative solutions
- Manage data-driven marketing and customer experience tools
- Plan and develop integrated, interactive, and digital strategies

Code	Title	Credits
Core Curriculum (27 credits)		
MBA 802	Business Economics for Decision-Making	3
MBA 804	Financial Accounting for Managers	3
MBA 806	Driving Marketing Performance	3
MBA 808	Creating Value Through Finance	3
MBA 810	Business Analytics and Statistics	3
MBA 812	Managing Operations and Projects	3
MBA 814	Leading and Managing Teams	3
MBA 816	Disruptive Technologies and Innovation	3
MBA 818	Global Business, Ethics, and Social Responsibility	3
Concentration Electives (9)		
Choose three (3) courses from the following:		
MAR 635	Marketing Research	
MAR 645	Advertising and Sales Promotion	
MAR 646	Social Media and Mobile Marketing Strategies	
MAR 657	Visual Analytics	
or DAT 612	Visual Analytics	
MAR 664	Predictive Analytics	
or DAT 614	Predictive Analytics	
Capstone (3 credits)		
MBA 820	Strategic Decisions	3
Total Credits		39