

# MARKETING ANALYTICS, MBA

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**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