



MBA Concentration in Marketing Analytics

Program Objective: To help students acquire the knowledge and skills needed for entry-level as well as leadership positions in the fast-growing area of marketing analytics. The curriculum focuses on the development, implementation, and delivery of data-driven analytical solutions that assist in marketing strategies, tasks, and decisions.

Background

- Companies are often “data rich and information poor.”
- Databases that are relevant to the marketing function involve many different units of analysis, e.g.:
 - Customers (current and prospective)
 - Salespersons/sales agents/distributors
 - Sales territories/accounts
 - Retail stores
 - Products (i.e., SKUs)

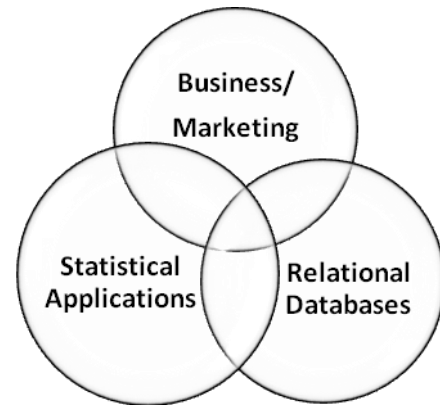
Role of Marketing Analytics

- Data-driven solutions in areas such as:
 - Customer acquisition/retention/recapture
 - Customer classification and segmentation
 - Customer relationship management (CRM)
 - Customer lifetime value analysis
 - Category management
 - Market basket analysis
 - Media allocation decisions
 - Pricing
 - Sales forecasting
 - Targeting, cross-selling, and up-selling

Prospective Employers

- Financial services firms
- Internet marketers
- Chain stores
- Catalog marketers
- Airlines, telecom, utilities
- All firms with customer loyalty programs
- Consumer product goods
- Pharmaceuticals, health care
- Charities and other nonprofits
- Analytics service providers
- Market research and business consulting firms

Concentration Curriculum



Curriculum Details

- 15 credit hours of specific MBA courses
 - 9 credit hours of required courses
 - 6 credit hours of electives
- All the courses also count towards MBA degree requirements.
- SAS Base Programming certification

Required Courses (9 credit hours)

- MRKTNG 8680 Database Marketing (3)
- MRKTNG 8770 Marketing Databases & SQL (3)
- MRKTNG 8780 Advanced Marketing Analytics (3)

Elective Courses (6 credit hours)

- MRKTNG 8060 Competitive Marketing Strategy (1.5)
- MRKTNG 8070 Marketing Business Models (1.5)
- MRKTNG 8280 Research for Marketing Decisions (3)
- MRKTNG 8760 Marketing Engineering (1.5)
- MANGMT 8410 Decision Making and Risk(1.5)
- MANGMT 8420 Decision Support Systems (3)