



The global datasphere subject to data analysis will grow by a factor of 50 to 5.2 ZB in 2025.

- IDC estimate, 2018



BUSINESS MARKETING • STATISTICAL APPLICATIONS • RELATIONAL DATABASES

FALL

APPLIED STATISTICS IN MARKETING ANALYTICS (MRKTNG 8180): 3 CREDIT HOURS, 16 WEEKS

Solidify your understanding of univariate and multivariate statistical procedures by analyzing diverse datasets to address common problems faced by marketing managers. Learn how to effectively communicate analytical and statistical information to decision-makers.

MARKETING ANALYTICS FOR BUSINESS DECISIONS (MRKTNG 8760): 1.5 CREDIT HOURS, 8 WEEKS

Learn how to make a strong case for marketing actions based on data analysis and by assessing economic returns from marketing investments. In this course you will use Excel and Tableau to analyze and present information and will apply your learning to real-life marketing problems.

ADVANCED MARKETING ANALYTICS (MRKTNG 8780): 1.5 CREDIT HOURS, 8 WEEKS

Master advanced data analytics and statistical techniques to solve marketing problems facing decision-makers in modern business organizations. Through weekly, hands-on demonstrations and experiences in a computer lab, you will learn to analyze data sets, including some characterized as “big data,” to find solutions to real-world business problems.

SPRING

MARKETING DATABASES & SQL (MRKTNG 8770): 3 CREDIT HOURS, 16 WEEKS

Learn how to use relational databases to answer marketing-related questions. In weekly computer lab sessions, you will learn how to manipulate and retrieve data from databases using SQL and use retrieved data to create static and dynamic charts in Excel. Other topics include analysis of geospatial data, survival analysis, residual product value analysis and market basket analysis.

R FOR MARKETING ANALYTICS (MRKTNG 8790): 1.5 CREDIT HOURS, 8 WEEKS

Learn statistical analysis in R, including various types of regression analysis and other multivariate techniques. Emphasis is also placed on deriving relevant managerial implications from the results returned by R software.

PYTHON FOR MARKETING ANALYTICS (MRKTNG 8810): 1.5 CREDIT HOURS, 8 WEEKS

This course introduces you to the science of processing data using expert systems for faster and smarter decision-making. You will learn about statistical and machine learning methods, their core principles and real-life applications in marketing. Provides hands-on training in using Python for visualization, predictive modeling, cluster analysis and text mining.

MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE APPLICATIONS IN MARKETING (MRKTNG 8820): 1.5 CREDIT HOURS, 8 WEEKS

Learn about cutting-edge Artificial Intelligence and Machine Learning (AI&ML) applications in the domain of marketing. In weekly lab sessions, you will use a proprietary, cloud-based machine learning software tool to develop underlying models. Some exposure to programming will be given, as needed, to enhance understanding of the proprietary software tool.

CHOOSE ONE OF THE TWO COURSES LISTED:

Marketing Analytics Certificate

Graduate Programs Office

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