

MARKETING ANALYTICS

College of Business (<http://business.umw.edu/>)

The marketing analytics minor is designed for students with practical quantitative skills who wish to measure and analyze market data to better understand and increase an organization's return on investment and to improve their customer experience. Students will become competent with analytical techniques for decision modeling, marketing analytics, and marketing engineering. The minor is specifically designed to be completed by students from any discipline. Given that many of the non-business electives have other prerequisite classes, this minor may be especially attractive to students also interested in economics, data science, computer science, or statistics.

Minor Requirements

Required Prerequisites

Code	Title	Credits
ECON 201B	Principles of Macroeconomics ¹	3
or ECON 202B	Principles of Microeconomics	
Total Credits		3

¹ The non-marketing electives may also have additional prerequisites outside of the minor.

Requirements

Student must then complete fifteen (15) credits of classes.

Code	Title	Credits
Marketing Analytics Minor Requirements		
MKTG 301	Principles of Marketing	3
MKTG 413	Marketing Analytics	3
Select 9 credits from the following options		9
DATA 350	Applications of Databases	
DATA 401	Applied Machine Learning	
or DSCI 401	Applied Machine Learning	
DATA 402	Analytics Applications and Development	
or DSCI 402	Analytics Applications and Development	
DATA 419	Data Mining	
or CPSC 419	Data Mining	
DATA 420	Modeling and Simulation	
or CPSC 420	Modeling & Simulation	
DSCI 363	Operations Management	
ECON 361A	Introductory Econometrics	
ECON 460	Applied Economic Analysis	
or ECON 462	Advanced Economic Analysis	
MKTG 411	Marketing Research	
MKTG 417	Digital Marketing	
MKTG 490	Marketing Strategy	
STAT 320	Applied Regression Analysis	
STAT 420	Applied Multivariate Statistics	
Total Credits		15

Business Faculty

Filiz Tabak, Dean for Faculty
Mukesh Srivastava, Chair

Professors

Christopher J. Garcia
Lance C. Gentry
David L. Henderson, III
Kenneth D. Machande
Kashef A. Majid
John S. Marsh
Mukesh Srivastava
Xiaofeng Zhao

Associate Professors

Wei Chen
Kanchan Deosthali
Alexandra M. Dunn
Rachel L. Graefe-Anderson
Sayan Sarkar

Assistant Professors

Samira Fallah
Siang-Ru [Lulu] Huang
Durgesh Pattanayak
Tsung-Hsuan Yang

Senior Lecturers

Kimberley L. Kinsley
Smita Jain Oxford

Instructors

Christopher H. Willis