

Marketing Decision Analytics Minor

Minor requires (12 semester hours)

Required Courses (3 semester hours)

MKT 569	Interactive and Digital Marketing	3
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Choose 3 courses (9 semester hours) from remaining list:

MKT 540	Social Media Marketing	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 580	Marketing - Internship	0-4
MKT 574	Customer Relationship Management	3
MKT 575	Search Engine Optimization	3
BUSA 511	Business Analytics for Managers	3

Total Hours		12
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