Department of Business Administration

Program Type:\* 

Degree Type:\* 

Marketing Analytics

Provide a brief summary of the proposed program changes and describe the rationale for the change(s):

The revised Marketing Analytics concentration, besides expanding the scholastic breath of the Department of Business Administration and Lerner College of Business and Economics, contributes to the University’s goal to provide a graduate education that ranks among the finest provided by any public university in America.”

The Delaware Will Shine strategic initiative profiles how UD impacts the world. The proposed change to the Marketing concentration in the MBA program directly engages, elaborates, and extends key principles of our collective vision of a preeminent research University.

The Marketing Analytics concentration major will contribute to putting Delaware First, developing a unique, academic program that provides benefits to communities across the state and contributes to innovative scholarship and pioneering career paths. The proposed change to the Marketing Analytics concentration and specifically, this course, will engage students in compelling challenges that prepare and position them to make a significant difference in the emergent business world.

The Marketing Analytics concentration provides the University of Delaware an intellectually distinctive and innovative program in the highly competitive market for talented and diverse students.  The amount of data companies have about their customers is overwhelming, and right now, there is a shortage of employees who have the skills to both effectively analyze and make meaning out of it while presenting analysis reports to the appropriate audiences.

According to a McKinsey report on big data, “by 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions.” Additionally, a recent report from PwC suggests that the number of job openings for data scientists and analytics will exceed 2.9 million in the US alone.

The marketing analytics program has been specifically designed to help students learn how to become more engaged with consumers, how to design and deliver robust statistical analysis, and how to effectively communicate the resulting insights.

Students enrolled in the Marketing Analytics concentration will develop a firm grounding in the essentials of strategic marketing, as well as an understanding of analytical software such as SPSS, SAS, JMP and R that are needed to thrive in today’s rapidly evolving, information-driven business environment.

List new courses required for the revised curriculum. How do they support the overall program objectives of the major/ minor/ concentrations)?

BUAD891 & BUAD893 which are new courses currently going through the review process in this system.

These two courses are the core of the new program proposal. Concentrations in the MBA consist of 9 credits, of which these two new courses provide 6 credits.

Prospective Curriculum:\*

BUAD - 881 - Research Methods for Marketing Decisions (3cr.)

BUAD - 891 - Customer Analytics

BUAD - 893 - Digital Marketing Analytics