**MBA Concentration in Marketing Analytics**

With a marketing analytics MBA concentration, you’ll gain integrative, practical experience in the field of marketing. You’ll be trained to evaluate, interpret, and analyze data used in marketing decision-making, and you’ll be exposed to the most crucial topic areas in marketing analytics.

**PROGRAM REQUIREMENTS**

MBA concentrations require 3 courses (9 credits) in a specific field.

**Required Courses**

BUAD881 Research Methods for Marketing Decisions

BUAD891 Customer Analytics

BUAD893 Digital Marketing Analytics

In addition to the 9 prescribed credits of the concentration, you will choose an additional 6 credits of electives.

**Career Opportunities**

* Marketing Manager
* Marketing Analyst
* Data Scientist
* Data Analyst
* Digital Marketing Specialist
* Marketing Automation Specialist
* Customer Analytics Manager
* Consumer Insights Manager