

MARKETING INSIGHTS AND ANALYTICS GRADUATE OPTION

This option is offered within the following major(s):

- Business (MSB) - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-msb>)

Marketing is the science of identifying, measuring, and satisfying the demand of a market. Marketing is a key driver of firm strategy and the marketing perspective requires managers to consider every interaction the customer has with the company. Marketing students learn to incorporate customer insights and innovative problem-solving to develop and communicate marketing strategy. Data analytics leverages advances in software interoperability, data exchange mechanisms, and data mining/visualization techniques to better understand operations, customers, and markets. The combination of Marketing Insights, which provides the theoretical understanding of determinants of customer behavior, and Business Analytics, which provides the big data analytical techniques, helps to provide the critical link between the promise of abundant data and actionable insights gleaned from these data.

Option Code: 2047

Code	Title	Hours
Coursework		
BA 573	DATA ANALYTICS FOR COMPETITIVE ADVANTAGE	3
BA 574	DATA MANAGEMENT	3
BA 575	DATA EXPLORATION AND VISUALIZATION	3
BA 576	DATA AND TEXT MINING	3
BA 590	MARKETING MANAGEMENT	3
MRKT 584	DIGITAL MEDIA AND MARKETING INTEGRATION	4
MRKT 585	SEARCH ENGINE MARKETING	4
MRKT 586	CUSTOMER RELATIONSHIP MANAGEMENT	4
Required Capstone		
MRKT 592	CONSUMER BEHAVIOR	3
or BA 577	INTEGRATED BUSINESS ANALYTICS PROJECT	
Total Hours		30

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