

DIGITAL MARKETING ANALYTICS OPTION

This option is available within the Business Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/>) major at the following locations:

- Corvallis
- Ecampus

Digital Marketing Analysts apply sophisticated methods to analyze big data and solve marketing problems such as consumer analysis, customer segmentation and micro-targeting. The Digital Marketing Analytics option further develops analytical skills associated with Customer Relationship Management (CRM), web analytics, social media marketing and analytics, and marketing analytics.

Option Code: 903

Options follow the learning outcomes of the major. For this option, refer to the learning outcomes of the Business Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/#learningoutcomestext>) major.

Code	Title	Credits
Required Core ¹		
MRKT 477	INTEGRATED MARKETING ANALYTICS PROJECT	4
MRKT 484	DIGITAL MARKETING PLATFORMS	4
MRKT 485	SEARCH MARKETING	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 493	INTEGRATED MARKETING COMMUNICATIONS	4
Total Credits		24

¹ Students in this option must complete BA 223 or BA 390 in the major with a grade of C or higher

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