

MARKET RESEARCH AND CONSUMER 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

Market research analysts collect and analyze data to study market conditions and help businesses to promote their services and products. These professionals gather and interpret data on consumer demographics, needs, preferences and buying habits by using statistical techniques and software.

Option Code: 904

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 396	FUNDAMENTALS OF MARKETING RESEARCH	4
MRKT 477	INTEGRATED MARKETING ANALYTICS PROJECT	4
MRKT 486	CUSTOMER RELATIONSHIP MANAGEMENT	4
MRKT 491	QUALITATIVE RESEARCH METHODS	4
MRKT 492	CONSUMER BEHAVIOR	4
MRKT 496	MARKETING RESEARCH PRACTICUM	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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