

# MKTG 440: Digital Marketing Analytics

Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, students will learn how to analyze digital customer behavior data using a range of tools and use that data to test marketing hypotheses and improve customer acquisition.

Offered via Rize Consortium.

**Credits:** 3

**Prerequisites:**

MATH 141

MKTG 343

MKTG 270 Social Media Marketing or MKTG 362 Email Marketing or MKTG 430 Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

**Program:** Business Administration

**Semester Offered:** Fall