

M.S. in Digital Marketing Analytics

Program Requirements

Course	Title	Credits
INFO 570	Data Wrangling and Analysis	3
INFO 573	Practicum in E-Commerce	1.5
INFO 583	Introduction to Data Mining for Business	3
INFO 584	Data Visualization	3
INFO 588	Business Analytics Practicum	3
INFO 589	Applied Statistics for Business Analytics	3
INFO 595	Digital Marketing Analytics	3
MKTG 561	Applied Marketing Management	1.5
MKTG 562	Market Analysis and Customer Insight	1.5
MKTG 573	Social and Mobile Media: Fundamentals and Analytics	1.5
MKTG 580	Digital Customer Experience Management	1.5
MKTG 582	Integrated Digital Advertising	1.5
MKTG 583	Omni-Channel Retailing	1.5
MKTG 585	Digital Marketing Strategy and RODMI	1.5

Total Credits

30