Marketing Analytics
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The marketing analytics emphasis in the marketing program prepares students for success through a curriculum that includes a strong liberal education core, and major-specific coursework that provides in-depth knowledge of marketing, databases, and business. The program also helps students develop communication, teamwork, and problem solving skills, which are highly valued by organizations seeking to employ marketing analysts.

Graduates work as analytics strategy managers, marketing analysts, marketing managers, retail client managers, and web analytics managers. They use statistical analysis and technology to make sense of the growing stream of data generated by marketing programs, social media and websites, ad campaigns, and sales.

**Business Core***
- Acct 201 Principles of Accounting I
- Acct 202 Principles of Accounting II
- Bcom 206 Business Writing*
- Bcom 207 Business Presentations*
- Bsad 300 Diversity in the Workplace
- Bsad 305 Legal and Regulatory Environment
- Fin 320 Principles of Finance
- IS 240 Information Systems in Business
- Mgmt 340 Organizational Behavior
- Mgmt 341 Operations Management
- Mgmt 449 Strategic Management in a Global Business Environment
- Mktg 330 Principles of Marketing

**Required Courses***
- Acct 312 Managerial Accounting
- Bsad 380 Applied Quantitative Methods
- IS 290 Introduction to Database Applications
- Mktg 332 Marketing Communications and Promotion Analysis
- Mktg 334 Marketing Research
- Mktg 338 Marketing Analytics and Technology
- Mktg 434 Advanced Marketing Analytics
- Mktg 438 Marketing Management

**Additional Requirements***
Five credits from the following: Mktg 331, 335, 337, 398, 425, 432, 433, 490, 491; Bcom 306, 307, 405 (with one course at most from Bcom 306, 307, 405). Mktg 337 or 432 are strongly recommended.

**Student Professional Development Program***
Four required workshops covering topics such as career planning, professional image, interviewing, etiquette, and networking.

*See the university catalog for course requirements and restrictions.

**Questions? Contact**
Dr. Kristy Lauver
Chair, Department of Management and Marketing
lauverkj@uwec.edu  (715) 836-4427

Center for Advising, Development and Enrichment (CADE)
cade@uwec.edu  (715) 836-5944

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