MASTER OF BUSINESS ADMINISTRATION, MARKETING DATA ANALYTICS SPECIALIZATION

This program provides students with comprehensive knowledge of marketing data analytics as a specialization in the MBA program. Data analytics is a rapidly growing field, part of which has occurred in the domain of marketing and marketing research. Data analytics involves defining problems surrounding marketing questions, such as customer relationship management, consumer behavior, customer service, pricing, sales force management, advertising, business-to-business and channels relationships. Once problems are defined, data analysts are responsible for gathering the right information (the data) to solve the problem and applying sophisticated data analytics tools to provide empirical answers. An important part of the process is to present and explain the data findings to a marketing audience. Marketing action is generally taken based on data definition, gathering, manipulation, and analysis.

Program Learning Goals:

Students demonstrate the ability to:

- Obtain, combine, clean, transform, validate, and analyze large and small datasets from multiple sources.
- Design and implement databases and other data collection systems.
- Apply marketing research methodologies and systems, such as segmentation modeling, targeting, CRM, and ROI projections and evaluation.
- Perform statistical analysis and interpretation of data in order to uncover actionable intelligence and trends that provide value to marketing and business.
- Present and interpret data in a meaningful way to internal and external stakeholders.
- Develop high quality reports, dashboards, and visualizations with marketing data.
- Add to the ability of marketing managers to make optimal decisions on important marketing variables such as marketing segmentation, market positioning, new product design, pricing strategies, advertising choice, and others.