WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Marketing Analytics

COURSE NUMBER: MBA 7615

PREREQUISITE: MBA 7600

COURSE DESCRIPTION:

Marketing analytics is an essential and increasingly important business function in today's digital and data-centered economies. Marketing data developed through sampling, modeling, and simulation and data processes must be analyzed and communicated clearly in order to recommend specific paths of action and support tactical decision-making and strategic planning within an organization. Students will gain knowledge of analytics techniques using Microsoft Excel that support the marketing function within the business environment. This course also presents foundation concepts of data visualization as a skill and discipline in and of itself, and this course uses Excel as a tool. Students registering for MBA 7615 are expected to have a working proficiency with Microsoft Excel.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Students will be able to identify and understand the key concepts and components of

GOAL B:

Students critically analyze business problems and develop hands-on expertise in selecting and applying the appropriate customer analysis methodologies using Excel.

Learning Objectives: The student will:

B-1   Define and access :