

MS IN MARKETING ANALYTICS ELECTIVE COURSES

MKT Database Marketing

620

Prerequisites: **None**

The dramatic increase of computing power in conjunction with the availability of accurate customer data opens up a new avenue of applying sophisticated database marketing technologies to customer analysis in various industries. Accordingly, over the last few decades the marketing paradigm has shifted from a product-driven to a customer-driven marketing in which the unit of analysis is an individual customer. Given this new trend in marketing practice, this course forwards an up-to-date overview of customer-centric database marketing in practice in tandem with the fundamental concepts of database marketing. Students then will learn about how and why companies in the real world use database marketing to better manage the relationship with their customers.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

MKT Social Media and Digital Marketing

623

Prerequisites: **None**

Social Media and Digital Marketing teaches the specific strategies and tactics necessary to analyze and develop sophisticated interactive marketing programs in social media platforms. This course introduces best practices in social media and works on websites that include Facebook, LinkedIn, Google+, Twitter, etc., as well as blogs, feedback mechanics, and more.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

MKT Pricing Analytics

625

Prerequisites: **None**

Pricing Analytics teaches how to model and identify opportunities for pricing optimization in different business contexts. This course feeds the set of practices to students and equips them with tools that firms in various industries use to quantitatively model consumer demand and tactically optimize their pricing strategies. Students also will be doing a hands-on dive into the learned tools in the context of real business case studies and data sets.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

MKT Data Analytics for Business

609

Prerequisites: **None**

Digitalization has transformed business management in big ways. These days most business transactions, operations and communications are being conducted online. Employees, suppliers and customers are interacting with each other in unprecedented ways and scales. As a result, new generation enterprise systems, social networking sites, cloud and mobile-based apps are generating troves of business data (BIG DATA). Firms are still grappling with the challenges related to these newer, bigger and fast-changing datasets. The demand for data modelers,

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

business analysts and data scientists – capable of mining actionable intelligence from big data – has outpaced the number of available professionals.

This course aims to introduce participants to data science and applications of big data analytics technologies for business decision support. It would provide a helicopter view of the full data analytical cycle to the participants involving problem definition, data mining, modeling, data analysis and its application to business decision-making. Along the way, it will also equip the participants with most relevant tools and skills in each of the phases of the data analytic cycle. Although the course does not involve or require programming knowledge neither does it go deep into technologies like in-memory databases, artificial intelligence and machine learning, owing to the technical nature of the subject, participants are expected to be willing to invest time in learning several supporting concepts and tools to make full sense of the discussed topics.

BUS 503 **Managerial Skills**

Prerequisites: **None**

This course introduces the student to the basic skills for managing people and organizations as well as how to understand different backgrounds of different people so that they can communicate each other. The course deals with motivation, individual and group decision-making, conflict, power and politics, leadership, job design, performance maintenance, organizational environment, organization structure and design, and emerging trends and challenges.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Elective |

MKT 505 **Business Communication**

Prerequisites: **None**

An emphasis on the practical application of theories and principles to the development of those writing skills essential to communication encounters in the business world. The course includes practice in writing business letters, resumes, memos, instructional materials and reports, and using visual aids. Offered for students enrolled in applied science and technology. A highly practical course, it teaches you to: compose clear, concise memos, letters, and short reports write an effective job application letter and resume use visual aids in oral and written presentations practice developing and using appropriate illustrations for business documents use visual aids in written presentations increase the student's ability to analyze information and organize it into written reports develop a familiarity with formats for short business reports such as progress, trip and incident reports.

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| Credit Hours: | 3 |
| Course Delivery: | Classroom |
| Group: | Core |