



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

MIHAYLO COLLEGE  
OF BUSINESS AND ECONOMICS

**MBA Find Your Focus:**

**Marketing Analytics**

# What is Marketing Analytics?

- Marketing Analytics: the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI)
- Marketing Analytics provides insight into customer preferences and trends
- According to a Harvard Business Review survey of senior marketing executives: “more than 80% of respondents were dissatisfied with their ability to measure marketing ROI” = demand for marketing analytics professionals



# Why choose Marketing Analytics?

- Ample job opportunities
  - Public accounting
  - Management accounting
  - Government
  - Not-for-profits
  - Education
- Market Research Analyst ranked #1 in Best Business Jobs by U.S. News and World Report
- High job mobility associated with Market Research Analyst positions



# Sample Courses

- MKTG 565 Strategic Market Intelligence (3 units)  
Qualitative and quantitative methods for collecting and analyzing information about customers and competitors. Applying these techniques and how marketing information can be leveraged to make better strategic decisions.
- ISDS 556 Data Warehousing and Foundations of Business Intelligence (3 units)  
Basic concepts, architectures and development strategies of data warehousing, issues in managing data as organizational assets and its potentials for competitive advantages in dynamic business environments.
- MKTG/ISDS 543 Marketing Analytics for Managers (3 units)  
Managers in the modern Information Age, and especially marketing managers, often have data that needs to be turned into action-enabling information in effective and efficient ways. This course focuses on the application of analysis and modeling techniques to a broad range of marketing decision making domains. Such decisions involve, but are not limited to, market segmentation, sales forecasting, and optimizing new product design. The analytical techniques applied in these situations include, for example, cluster analysis, customer value predictions, and conjoint analysis.
- MKTG/ISDS 444 Social Media Analytics (3 units)

# Career Opportunities

- Work at analytics firms
  - Analyst, Sr. Analyst, Manager
- Marketing analytics within a company
  - Analyze consumer data



# Student Organizations



- **Pi Sigma Epsilon:** a professional business fraternity providing students of all majors the chance to learn hands-on about marketing

For more information, visit: [Pi Sigma Epsilon](#)

- **American Marketing Association:** a student organization that provides resources for students to be successful in future sales and marketing careers

For more information, visit: [American Marketing Association](#)



\*for information on other business clubs, visit: [Mihaylo Clubs](#)

# Student Organizations



- **MBA Association:** to provide graduate business students with a professional, educational, and social network comprised of classmates, faculty, and administration at California State University, Fullerton (CSUF).
- For more information, visit: [CSUF MBA Association](#)

\*for information on other business clubs, visit: [Mihaylo Clubs](#)



# References

[What is Marketing Analytics?](#)

[US News and World Report Best Business Jobs Ranking](#)

[Bureau of Labor Statistics: Market Research Analyst](#)