

ELECTIVE COURSE OFFERINGS

MARKETING ANALYTICS

400 Level	
Fall Semester	Spring Semester
ISDS 474 Data Mining OR MKTG/ISDS 444 Social Media Analytics	

500 Level	
Fall Semester	Spring Semester
ISDS 556 Data Warehousing and Analytics	ISDS 556 Data Warehousing and Analytics
ISDS/MKTG 543 Marketing Analytics for Managers	MKTG 565 Strategic Marketing Intelligence

NOTE: All courses subject to change due to student enrollment and faculty availability.