

# MARKETING ANALYTICS, GCRT

**Requirements for Students Matriculating in or before Academic Year 2020-2021.** Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

**Total Hours:** 12 Hours

Code	Title	Hours
<b>Required Courses</b>		
MKTG 5733	Introduction to Marketing Analytics	3
MKTG 5743	Advanced Marketing Analytics	3
<b>Hours Subtotal</b>		<b>6</b>
<b>Electives</b>		
Select 6 hours from the following:		6
MKTG 5243	Base SAS Programming for Database Marketing	
BAN 5511	Web Analytics and Digital Marketing	
BAN 5521	GIS Applications in Marketing Analytics	
BAN 5551	Optimization Applications in Marketing Analytics	
BAN 5561	Customer Lifetime Value Models in Marketing	
MSIS 5633	Predictive Analytics Technologies	
MSIS 5303	Prescriptive Analytics	
Other graduate courses as approved by the program director		
<b>Hours Subtotal</b>		<b>6</b>
Total Hours		12

## Graduate College Certificate Requirements

Learn more about Graduate College 2020-2021 Graduate Certificate Program Requirements (<http://catalog.okstate.edu/graduate-college/>). Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.