

MARKETING ANALYTICS, GCRT

Requirements for Students Matriculating in or before Academic Year 2024-2025. Learn more about Graduate College Academic Regulation 7.0 (<http://catalog.okstate.edu/graduate-college/#70>).

Total Hours: 12

Code	Title	Hours
Required Courses		
MKTG 5733	Introduction to Marketing Analytics	3
MKTG 5743	Advanced Marketing Analytics	3
Hours Subtotal		6
Electives		
Select 6 hours from the following:		6
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	
BAN 5563	Strategic Marketing and Business Analytics	
MKTG 5243	Base SAS Programming for Database Marketing	
MSIS 5633	Predictive Analytics Technologies	
MSIS 5303	Prescriptive Analytics	
Other graduate courses as approved by the program director		
Hours Subtotal		6
Total Hours		12

Graduate College Certificate Requirements

Learn more about Graduate College 2024-2025 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.