

# BUSINESS ANALYTICS AND DATA SCIENCE, GCRT

## Requirements for Students Matriculating in or before Academic Year

**2023-2024.** Learn more about Graduate College Academic Regulation 7.0

(<http://catalog.okstate.edu/graduate-college/#70>).

**Total Hours:** 12

Code	Title	Hours
<b>Required Courses</b>		
BAN 5733	Descriptive Business Analytics	3
BAN 5743	Predictive Business Analytics	3
<b>Hours Subtotal</b>		<b>6</b>
<b>Electives</b>		
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	
BAN 5753	Advanced Business Analytics	
BAN 5763	Advanced Marketing Research Analytics	
MKTG 5243	Base SAS Programming for Database Marketing	
MKTG 5253	Advanced SAS Programming for Marketing Analytics	
MSIS 5633	Predictive Analytics Technologies	
MSIS 5643	Advanced Database Management	
Other graduate courses as approved by program director		
<b>Hours Subtotal</b>		<b>6</b>
<b>Total Hours</b>		<b>12</b>

## Graduate College Certificate Requirements

Learn more about Graduate College 2023-2024 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.