

MKTG 3372 : Data Visualization

Appropriate visualizations of data are a key to revealing patterns and communicating important findings in research. This course will build on statistical and analytical thinking by emphasizing the role and use of visualizations in the analysis of data. Theories, techniques and software for managing, exploring, analyzing, displaying and communicating information about various types of data will be introduced. Visualizations will be produced using readily available real-world data sets. Prerequisites: [MATH 2435](#), or [MATH 3332](#), or [MATH 3450](#), or [PSYC 3433](#), or instructor approval.

Credits 3

Course ID

008365

Requisites

[COMSC 3372](#) Prerequisite [MATH 2435](#), or [MATH 3332](#), or [MATH 3450](#), or [PSYC 3433](#)