

MKTG 4330 : Marketing Measurement & Analytics

This course expands students' understanding of measurement and data analysis. The course covers survey design, data analysis, and reporting. The primary focus of the course is on understanding the process of data analysis. Students use SPSS, or a similar software package, to prepare, recode, and analyze data.

Credits 3

Course ID

008069

Requisites

MKTG 4330 Prerequisites: MKTG 3343 and MATH 3332, MATH 2435 OR PSYC 3433