

LEARNING GOALS & OUTCOMES: MS in Marketing Analytics

Business Knowledge and Technical Skills	<ul style="list-style-type: none">• Graduates will be able to apply analytical and visualization tools to enhance marketing decision-making.• Graduates will be able to demonstrate an understanding of the use of computation and data management techniques in marketing analytics applications.• Graduates will be able to use and apply appropriate software in developing marketing analytics solutions.
Critical Thinking	<ul style="list-style-type: none">• Graduates will be able to identify marketing problems and formulate useful questions/hypotheses.• Graduates will be able to investigate marketing related questions and hypotheses with the understanding of appropriate methodologies/tools and assumptions.• Graduates will be able to use analysis results to inform marketing related decision-making.
Communication	<ul style="list-style-type: none">• Graduates will be able to write effectively and use appropriate tables, graphics, and other summarizing tools in written documents.• Graduates will be able to present effectively and use appropriate tables, graphics, and other summarizing tools in oral presentations.
Ethics	<ul style="list-style-type: none">• Graduates will be able to understand ethical principles for marketing data analysts.• Graduates will be able to understand privacy issues• Graduates will be able to recognize potential biases in marketing data analytics.