

Consumer Analytics

MKTG 562

Want to learn how to turn data into smarter marketing? This hands-on course dives into the world of customer analytics, showing you how to use data to understand, target, and retain customers. You'll get real-world experience with tools like R and tackle problems like predicting purchasing patterns and recommending products. Whether you're interested in Big Data or leading a marketing team, this course gives you practical skills you can use right away in your career.

Key topics include customer targeting, personalized product recommendations, predictive modeling of purchasing behavior, and customer retention strategies. This course equips future managers with the tools to navigate Big Data, ensuring they can drive growth and innovation in their organizations.

“Turn customer data into actionable insights and gain the skills to lead in today’s data-driven marketing world.”

Master Data-Driven Marketing

Aspiring marketing managers, data analysts, and consultants looking to make data-driven decisions that boost customer engagement and retention.

Learn with Real Data and Tools

MBA students seeking a strong foundation in customer analytics, with practical, hands-on experience using real-world data and tools like R.

Boost your Big Data Career

Anyone interested in careers involving Big Data, marketing strategy, or customer insights, as this course pairs well with other classes like Digital Marketing Analytics and Pricing Strategy.

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