Nebraska Wesleyan University

BUSAD 4350 Digital Marketing Analytics

Catalog

2023-2024

Course Description

Today, marketing professionals have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. In this course, students will learn how to analyze digital customer behavior data using various tools and use that data to test marketing hypotheses and improve customer acquisition. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing, Department approved Math class, and BUSAD 2150 Social Media Marketing or BUSAD 2250 Email Marketing or BUSAD 3350 Search Engine: Optimization and Marketing.*

**A department-approved math course includes: MATH 1100 College Algebra, MATH 1450 Finite Mathematics or MATH 1600 Calculus I.*

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)