Nebraska Wesleyan University

BUSAD 3450 Digital Marketing Analytics and Experimentation

Catalog

2025-2026

Course Description

Marketing professionals today 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, you'll learn to design experiments that rigorously test various marketing decisions, analyze digital customer behavior data using a variety of tools, and leverage data to refine marketing strategies and improve customer acquisition. Prerequisite: *BUSAD 1550 Introduction to Digital Marketing*

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)