

## **BUSAD 3450 Digital Marketing Analytics and Experimentation**

3 hours

Majors, Minors & Degrees:

**Majors**

Digital Marketing (B.A., B.S.)

Departments/Programs:

Business, Accounting and Economics (Undergraduate)

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-1650