Nebraska Wesleyan University

BUSAD 4350 Digital Marketing Analytics

Catalog

2026-2027

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. 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 3150 Social Media Marketing or BUSAD 3250 Lifecycle & Email Marketing or BUSAD 3350 Search Engine: Optimization and Marketing.*

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

This course is offered online through a consortium of accredited colleges and universities. Instruction is provided by faculty employed by partner institutions within the consortium, with technology and administrative support provided by Rize Education. Oversight of courses offered through the consortium are reviewed and approved by Nebraska Wesleyan University. Students register through Nebraska Wesleyan University and receive academic credit from Nebraska Wesleyan University

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)