**Nebraska Wesleyan University**

# BUSAD 3450 Digital Marketing Analytics and Experimentation

## Catalog

2026-2027

## 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*

*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)