

CURRICULUM CHANGE PROPOSAL

APPROVAL PAGE

Proposal Title: Changes in the BBA in Marketing and Minor in Marketing Analytics

College: Business Administration

Department: Marketing and Management

DEPARTMENT CHAIR

I have read the enclosed proposal and approve this proposal on behalf of the department.

John

Digitally signed by John

Hadjimarcou

Date: 2021.11.04 21:00:16 -06'00'

Hadjimarcou

Signature

Date

COLLEGE CURRICULUM COMMITTEE CHAIR

I have read the enclosed documents and approve the proposal on behalf of the college curriculum committee.



11/05/2021

Signature

Date

COLLEGE DEAN

I have read the enclosed documents and approve the proposal on behalf of the college. I certify that the necessary funds will be allocated by the college in support of this proposal.



11/8/21

Signature

Date

UNDERGRADUATE CURRICULUM CHANGE MEMO

Date: October 29, 2021

From: Dr. John Hadjimarcou, Chair, Department of Marketing and Management

Through: Dr. John Hadjimarcou, Chair, Department of Marketing and management

Through: Dr. James E. Payne, Dean, College of Business Administration

To: Dr. Andrew Fleck, Chair, Undergraduate Curriculum Committee

John
Hadjimarcou

Digitally signed by
John Hadjimarcou
Date: 2021.11.04
21:00:35 -06'00'

Proposal Title: Changes in the BBA in Marketing and Minor in Marketing Analytics

The Department of Marketing and Management proposes the following changes to the BBA in Marketing and Minor in Marketing Analytics:

1. Deletion of two 1.5-hour courses (MKT 3331A&B)
2. Addition of a 3-hour course in MKT 3350– Marketing Metrics
 - as a required course in the BBA in marketing
 - as a replacement of MKT 3331A&B in the Minor in Marketing Analytics
3. Addition of two marketing course electives: MKT 4335 – Marketing Projects and MKT 4350 - Brand Management
4. Addition of MKT 3330 and MKT 4330 to the list of electives for marketing majors.

The following documents are included as part of this proposal:

- Approval Page
- This memo
- Deletion of MKT 3331A&B
- Addition of MKT 3350 – Marketing Metrics & MKT 3350 brief course syllabus
- Addition of MKT 4335 – Marketing Projects & MKT 4335 brief course syllabus
- Addition of MKT 4350 – Brand Management & MKT 4350 brief course syllabus
- Proposed catalog changes: BBA in marketing
- Proposed catalog changes: Minor in marketing analytics

COURSE ADD

All fields below are required

College : Business Administration

Department : Marketing and Management

Rationale for adding the course:

We propose the addition of a new course to address emerging needs in the marketing field for a data-driven approach to decision making. With the deletion of two lab courses and their replacement with this course, we expect to improve time to graduation for both BBA marketing majors and marketing analytics minors. This will be a required course. The change is also expected to mitigate scheduling conflicts associated with the completion of two courses over two semesters. Moreover, the proposed change will accommodate the new workload policy in the College of Business Administration.

All fields below are required

Subject Prefix and # MKT 3350

Title (29 characters or fewer): Marketing Metrics

Dept. Administrative Code : 1850

CIP Code 52.1401.00.16

Departmental Approval Required Yes No

Course Level UG GR DR SP

Course will be taught: Face-to-Face Online Hybrid

How many times may the course be taken for credit? (Please indicate 1-9 times): 1

Should the course be exempt from the "Three Repeat Rule?" Yes No

Grading Mode: Standard Pass/Fail Audit

Description (600 characters maximum):

The course introduces students to the standard marketing metrics. Decision-makers demand increased accountability for business programs, expenditures, and investments, intending to make evidence-based decisions for the allocation of scarce resources. Firms employ metrics to capture the impact of marketing programs and make better decisions.

Contact Hours (per week): 3 Lecture Hours Lab Hours Other

Types of Instruction (Schedule Type): Select all that apply

- | | | | |
|---------------------------------------|-------------------|----------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> A | Lecture | <input type="checkbox"/> H | Thesis |
| <input type="checkbox"/> B | Laboratory | <input type="checkbox"/> I | Dissertation |
| <input type="checkbox"/> C | Practicum | <input type="checkbox"/> K | Lecture/Lab Combined |
| <input type="checkbox"/> D | Seminar | <input type="checkbox"/> O | Discussion or Review (Study Skills) |
| <input type="checkbox"/> E | Independent Study | <input type="checkbox"/> P | Specialized Instruction |
| <input type="checkbox"/> F | Private Lesson | <input type="checkbox"/> Q | Student Teaching |

Fields below if applicable

If course is taught during a part of term in addition to a full 16-week term please indicate the length of the course (ex., 8 weeks):

TCCN (Use for lower division courses) :

Prerequisite(s):		
Course Number/ Placement Test	Minimum Grade Required/ Test Scores	Concurrent Enrollment Permitted? (Y/N)
MKT 3300	D	N

Corequisite Course(s):

Equivalent Course(s):

Restrictions:	
Classification	

Major

ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, MGMT, MKT,
OSCM

The University of Texas at El Paso

Proposed Syllabus for Marketing Metrics

MKT 3350

Prerequisites

MKT 3300

Course Description

The objective of this course is to introduce students to the standard marketing metrics. Decision-makers demand increased accountability for business programs, expenditures, and investments, intending to make evidence-based investments in the future. Firms need metrics to capture the impact of marketing programs and distinguish between bad, good, and better marketing initiatives.

This is an applied course where students would need to apply fundamental concepts from marketing, economics, accounting, and finance to relevant and practical marketing decision-making. This course will help students to “hit the ground running” in a career in marketing. It will also prepare you better equipped to tackle advanced courses in your academic marketing program.

Course Learning Objectives

There are two critical objectives that the course is designed to achieve:

1. Students will develop a meaningful level of familiarity, comfort, and expertise in using numbers to improve marketing decisions.
2. Students will be able to select, calculate, and interpret specific marketing metrics correctly and appreciate the connections across these metrics.

Proposed Text and Material

Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance (4th Edition) by Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer, and David J. Reibstein, Pearson Business Analytics Series

Proposed Syllabus

Week 1-2	Introduction to the Course <u>Module 1 – Customer Metrics</u> <ul style="list-style-type: none">• Business as a portfolio of customers• How Customer value differs
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	<ul style="list-style-type: none"> • Retention Rate and Customer Lifetime • Contribution Margin • Annual Margin • Acquisition Cost • Discounting the Present Value • Elements of Customer Lifetime Value • Calculating Customer Lifetime Value <p>Exercise 1 – Calculating CLV</p>
Week 3-4	<p><u>Module 2 – Costs, Margins, and Breakeven Metrics</u></p> <ul style="list-style-type: none"> • Variable and fixed costs • Sunk costs • Margin and markup • Margin percent and markup percent • Margin percent and markup percent exercises • Breakeven in units sold • Breakeven in revenue dollars • Breakeven market share • Breakeven with a fixed profit target • Breakeven with a ROS% target • Breakeven diagram • Channel margins • Gross margin vs. contribution margin <p>Exercise 2 – Conducting Break-Even Analysis</p>
Week 5	<p>Revision of Part 1 & 2 Exam 1 - Part 1 & 2</p>
Week 6-7	<p><u>Module 3 – Pricing and Elasticity Metrics</u></p> <ul style="list-style-type: none"> • Linear demand curve • Maximum reservation price • Maximum willingness to buy • Linear demand curve formula • Linear demand curve – fundamental problems • Optimal price • Price elasticity • Revenue, marginal revenue, and elasticity • Demand and elasticity problems • Percent profit breakeven • Percent profit breakeven formula • Penny’s Pumpkins percent profit breakeven exercise • Elasticity and percent profit breakeven exercise <p>Exercise 3a – Optimal Price Exercise Exercise 3b – Elasticity and percent profit breakeven exercise</p>

Week 8	<p><u>Module 4: Sampling Design and Strategy</u></p> <ul style="list-style-type: none"> • Process of Sampling • Sampling methods • Choosing appropriate sampling method <p><u>Module 5: New Product and Cannibalization Metrics</u></p> <ul style="list-style-type: none"> • New product forecasting introduction • Bass diffusion theory and metrics • Estimated trial rate • Adjusted trial rate • Trial population and trial volume • Repeat volume and total volume • Cannibalization • Cannibalization overall method • Cannibalization rate • Weighted contribution margin • Breakeven with cannibalization <p>Exercise 4 – Cost of obtaining a sample Exercise 5 – Using Bass Diffusion parameters</p>
Week 9	<p>Revision of Modules 3, 4, and 5 Exam 2 - Modules 3, 4, and 5</p>
Week 10	<p><u>Module 6: Media Metrics</u></p> <ul style="list-style-type: none"> • Impressions or exposures • Rating point • Gross rating points • Share and in-use percent • Reach • Frequency • Reach v frequency • Response function • Effective frequency and effective reach • Cost per thousand CPM • Cost per point CPP • Pageviews, visits, visitors • Bounce conversion abandonment rates • Email metrics <p>Exercise 6 – Digital Marketing Exercise using Google Analytics</p>
Week 11 - 12	<p><u>Module 7: Market Share Metrics</u></p> <ul style="list-style-type: none"> • Factors that affect market share calculations • Relative market share • Market concentration

	<ul style="list-style-type: none"> • Market penetration • Brand penetration • Penetration share • Share of requirements • Usage index • Market share decomposition • Category development index • Brand development index <p>Exercise 7 - Calculating CDI / BDI</p>
Week 13	Revision of Modules 6 & 7
Week 14	Exam 3 - Modules 6 & 7

COURSE ADD

All fields below are required

College : College of Business Administration

Department : Marketing and Management

Rationale for adding the course:

This course aligns with the University's mission to engage students in service learning and community leadership. In this course, the instructor will guide students to prepare a structured marketing project for a community partner. This experiential learning course provides students with hands-on experience, theory application, as well as serves as a preview of how to communicate in professional settings. With the development of their marketing, communication, and professional skills, this course will enhance our students' skills and abilities for employability purposes.

All fields below are required

Subject Prefix and # MKT 4335

Title (29 characters or fewer): Marketing Projects

Dept. Administrative Code : 1850

CIP Code 52.1401.00

Departmental Approval Required Yes No

Course Level UG GR DR SP

Course will be taught: Face-to-Face Online Hybrid

How many times may the course be taken for credit? (Please indicate 1-9 times): 1

Should the course be exempt from the "Three Repeat Rule?" Yes No

Grading Mode: Standard Pass/Fail Audit

Description (600 characters maximum):

Emphasis is placed upon the development, operationalization, and successful completion of marketing projects. The course consists of a structured community-based project in which students engage in experiential learning by developing a marketing solution for a community partner. This course strengthens students' understanding of their leadership role in business and society and develops students' analytical, problem-solving, teamwork, project management, oral, and written communication skills.

Contact Hours (per week): 3 Lecture Hours Lab Hours Other

Types of Instruction (Schedule Type): Select all that apply

- | | | | |
|---------------------------------------|-------------------|----------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> A | Lecture | <input type="checkbox"/> H | Thesis |
| <input type="checkbox"/> B | Laboratory | <input type="checkbox"/> I | Dissertation |
| <input type="checkbox"/> C | Practicum | <input type="checkbox"/> K | Lecture/Lab Combined |
| <input type="checkbox"/> D | Seminar | <input type="checkbox"/> O | Discussion or Review (Study Skills) |
| <input type="checkbox"/> E | Independent Study | <input type="checkbox"/> P | Specialized Instruction |

F Private Lesson

Q Student Teaching

Fields below if applicable

If course is taught during a part of term in addition to a full 16-week term please indicate the length of the course (ex., 8 weeks):

TCCN (Use for lower division courses) :

Prerequisite(s):		
Course Number/ Placement Test	Minimum Grade Required/ Test Scores	Concurrent Enrollment Permitted? (Y/N)
MKT3300	D	N

Corequisite Course(s):

Equivalent Course(s):

Restrictions:

Classification	Senior
Major	ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, MGMT, MKT, OSCM



MKT 4335 CRN XXXXX
Marketing Projects

Professor: Dr. Fernando R. Jiménez
Class meetings: COBA **Class Time:**
Office: COBA 219 **Office Hours:**
Phone: 915-747-7724 **Email:** frjimenezarevalo@utep.edu

Required Textbook: There is no assigned text. Reading assignments are from relevant articles, journals, and papers.

Course Description:

Emphasis is placed upon the development, justification, and operationalization of marketing projects.

Course Objectives:

The course consists of a structured community-based project in which students engage in experiential learning by developing a marketing solution for a community partner. This course strengthens students' understanding of their leadership role in business and society and develops students' analytical, problem-solving, team work, project management, oral, and written communication skills.

Pre-reqs: MKT 3300

Grading

2 Exams @ 100 pts each:	200 pts.	A = 360 – 400 pts
First report and presentation:	100 pts.	B = 320 – 359 pts.
Final report and presentation:	100 pts.	C = 280 – 319 pts.
		D = 240 – 279 pts
		F = 239 or less

Attendance: Students are expected to attend all sessions. In case of sickness, school or work-related travel, military assignments, and other unexpected events, please notify the instructor as soon as possible.

Special accommodations for students

Students that need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

Class drop

The last day to drop the class with a "W" is _____. The student MUST contact an advisor to complete a course drop.





Academic Dishonesty:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

COVID-19

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced. If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

Please follow the link for the latest University policies related to COVID-19:

<https://www.utep.edu/resuming-campus-operations/faqs/faculty-and-staff.html#>

Campus Carry:

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.





Course Content

	Topic / Activity
1	Introduction to project management
2	Meeting with the community partner: The marketing problem
3	Defining the problem and setting objectives
4	Literature review / understanding the business context
5	Develop Project Management Plan
6	Preliminary data collection
7	Midterm report and class presentation
8	Meeting with the community partner: Calibration of the Plan
9	Data collection / secondary data
10	Data collection / primary data
11	Data analysis
12	Writing persuasive proposals
13	Enhancing business presentations
14	Draft of final proposal and mock presentations in the classroom / feedback
15	Draft of final proposal and mock presentations in the classroom / feedback
16	Final Presentations to community partner



COURSE ADD

All fields below are required

College : College of Business Administration

Department : Marketing and Management

Rationale for adding the course:

The brand, a name or symbol associated with a firm's product or service, can be one of the most valuable assets of a firm. In many cases, the brand is the basic unit of marketing. Thus, marketers need to develop techniques and strategies to conceive, build, and market brands.

All fields below are required

Subject Prefix and # MKT 4350

Title (29 characters or fewer): Brand Management

Dept. Administrative Code : 1850

CIP Code 52.1401.00

Departmental Approval Required Yes XNo

Course Level UG GR DR SP

Course will be taught: Face-to-Face Online Hybrid

How many times may the course be taken for credit? (Please indicate 1-9 times): 1

Should the course be exempt from the "Three Repeat Rule?" Yes XNo

Grading Mode: Standard Pass/Fail Audit

Description (600 characters maximum):

This course serves as an overview course in brand management. It examines the building and management of brands from both a managerial and consumer perspective. Students enhance their understanding of decisions related to building and measuring brand awareness, brand associations, brand image, brand loyalty, and brand equity. The course promotes the understanding of consumer-brand meaning, customer value, and brand positioning.

Contact Hours (per week): 3 Lecture Hours Lab Hours Other

Types of Instruction (Schedule Type): Select all that apply

- | | |
|---|--|
| <input checked="" type="checkbox"/> A Lecture | <input type="checkbox"/> H Thesis |
| <input type="checkbox"/> B Laboratory | <input type="checkbox"/> I Dissertation |
| <input type="checkbox"/> C Practicum | <input type="checkbox"/> K Lecture/Lab Combined |
| <input type="checkbox"/> D Seminar | <input type="checkbox"/> O Discussion or Review (Study Skills) |
| <input type="checkbox"/> E Independent Study | <input type="checkbox"/> P Specialized Instruction |
| <input type="checkbox"/> F Private Lesson | <input type="checkbox"/> Q Student Teaching |

Fields below if applicable

If course is taught during a part of term in addition to a full 16-week term please indicate the length of the course (ex., 8 weeks):

TCCN (Use for lower division courses) :

Prerequisite(s):		
Course Number/ Placement Test	Minimum Grade Required/ Test Scores	Concurrent Enrollment Permitted? (Y/N)
MKT3300	D	N

Corequisite Course(s):

Equivalent Course(s):

Restrictions:	
Classification	
Major	ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, INBU, INFS, IS, MGMT, MKT, OSCM

Syllabus
MKT 4350 Brand Management

Course Objectives

The brand, a name or symbol associated with a firm's product or service, can be one of the most valuable assets for a firm. In many cases, the brand is the basic unit of marketing. Thus, marketers need to develop techniques and strategies to conceive, build, and market brands. This course covers important branding issues such as building and measuring brand awareness, brand associations, brand image, brand loyalty, and brand equity; understanding consumer-brand meaning; customer value; brand positioning; functions of brand marketing; planning brand marketing; product management; and valuation of the brand's marketing.

Learning Objectives

Course Objective	Program Learning Goal
Students will examine the behavior of brand managers and evaluate the effects of that behavior on identified stakeholders.	Ethical Decision Making
Students will build a foundational knowledge of brand vocabulary, brand-building processes, the marketing environment, and brand management practices	Business Knowledge and Competency
Students will practice making correct inferences from data and information they are provided.	Critical Thinking
Students should recognize and be able to apply techniques and practices employed in brand management.	Business Knowledge and Competency
Students will use word processing (e.g., Microsoft Word) and presentation software (e.g., Power Point or Prezi) to present results in a professional manner.	Technological Competence
Students will practice presenting their ideas in a well-organized and concise manner. They will be evaluated with respect to correct grammar, spelling, and mechanics.	Written Communication
Brand marketing requires students to practice ideating new ways to position brands and new ways to leverage brand equity.	Innovation
Students will be exposed to important issues such as: Building and measuring brand awareness, brand associations, brand image, brand loyalty, and brand equity; understanding consumer-brand meaning; customer value; brand positioning; functions of brand marketing; planning brand marketing; product management; valuation of the brand's marketing.	Business Knowledge and Competency; Critical Thinking;
Students will be exposed to the processes by which businesses conceive, build, and market their brands.	Business Knowledge and Competency; Innovation

Tentative Textbook: Strategic Brand Management, Keller, 4th Edition. Pearson.

Brief Contents

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BBA Marketing

Degree Plan

Code	Title	Hours
Business Designated Core (All courses require a C or better.)		
Complete the Business Designated Core requirements.		
University Core Curriculum		
Complete the University Core Curriculum requirements.		42
Business Foundation (All courses require a C or better.)		
Required Courses:		
ACCT 2301	Principles of Accounting I	3
ACCT 2302	Principles of Accounting II	3
ECON 2304	Principles of Economics	3
QMB 2301	Fundamentals of Bus Statistics	3
Math Elective:		
Select one of the following:		3-4
MATH 1411	Calculus I	
MATH 2301	Math for Social Sciences II	
Business Core		
Required Courses:		
BLAW 3301	Legal Environment of Business	3
BUSN 3304 or BUSN 3305	Global Business Environment Global Busn Environ-Study Away	3
FIN 3310	Business Finance	3
MGMT 3303	Intro-Mgmt/Organizational Beha	3

Code	Title	Hours
MGMT 4300	Strategic Management	3
MKT 3300	Principles of Marketing	3
OSCM 3321	Production/Operations Mgmt	3
QMB 3301	Quantitative Methods in Bus	3
ECON 3310 or ECON 3320	Managerial Economics ^c Money and Banking	3
Marketing Major		
Required Courses:		
MKT 3302	Consumer Behavior	3
MKT 4301	Marketing Research	3
MKT 4395	Strategic Marketing Management	3
MKT 3350	Marketing Metrics	3
Select fifteen <u>twelve</u> hours of upper division MKT from the following:		4512
MKT 3320	Advertising & Sales Promotion	
MKT 3330	Introduction to Marketing Analytics	
MKT 3331A	Intr to Soc Med Mkt & Anat Lab	
MKT 3331B	Advanced Market Analytics Lab	
MKT 4304	Electronic <u>Social Media</u> Marketing	
MKT 4305	Selling and Sales Management	
MKT 4307	Multi-Cultural Marketing	
MKT 4310	Principles of Retailing	
MKT 4325	International Marketing	
MKT 4330	Advanced Marketing Analytics	
MKT 4335	Marketing Projects	
MKT 4350	Brand Management	

Code	Title	Hours
MKT 4391	Services Marketing	
MKT 4396	Marketing Internship	
MKT 4398	Independent Study In Marketing	
MKT 4399	Current Topics In Marketing	
Minor		
Select a Business minor or certificate		12
Total Hours		120

Minor in Marketing Analytics



The minor in marketing analytics allows business students to pursue a focused program of study in marketing analytics. The program prepares students to identify challenges and opportunities in social media marketing and then develop creative solutions. It offers students the necessary knowledge and enhances their skills to tackle real problems in social media marketing by harvesting and analyzing data from social media and then using findings to improve the performance of business organizations.

Degree Plan

Minor in Marketing Analytics for Business Majors

Code	Title	Hours
MKT 3330 & MKT 3331A	Intro to Soe Med Mkt & Analiti Marketing Analytics and Intr to Soe Med Mkt & Anat Lab	4.53
MKT 3350	Marketing Metrics	3
MKT 4301	Marketing Research	3
MKT 4330 & MKT 3331B	Advanced Marketing Analytics and Advanced Market Analytics Lab	4.53
Total Hours		12

Course List