

COURSE DESCRIPTIONS

MS IN MARKETING ANALYTICS CORE COURSES

MKT Marketing Management

500

Prerequisites: **None**

The course introduces marketing management theories and concepts involving in the analysis of marketing environment, planning and implementation of marketing programs (product, price, place and promotion) and marketing strategies to attract, satisfy, and retain customers. The course enables students to develop marketing strategies and framework with moral, socially responsible and ethical consideration.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Core

This course is a prerequisite for: Marketing Analytics

MKT Marketing Research

617

Prerequisites: **None**

This unit provides a rigorous experience in market research methods and frameworks to guide when which technique is most useful. The course is aimed at individuals whose decision-making is enhanced through marketing research, which transforms “data” into “information.” The unit will introduce types of research, techniques of data collection, evaluation of alternative sources of information, methods for analyzing data and presenting the results.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Core

This course is a prerequisite for: Marketing Analytics

MKT Marketing Analytics

610

Prerequisites: **Marketing Management, Marketing Research**

The primary objective of this course is to provide students with foundational knowledge and a basic skill set required for a market analyst. This course objective is aligned mainly with “Creative Management Foundation”, one of the Solbridge’s five mission-based goals. It is also supplemented by a variety of real-world examples used in class lectures.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Core

This course is a prerequisite for: Marketing Practicum

MKT Computer Programming with Python

618

Prerequisites: **None**

This course deals with applications of Python programming language to business problems. Topics include how to get started with Python, numbers and strings, loops, functions, lists, data files, summarizing and visualizing data, and big data applications.

Credit Hours:	3
Course Delivery:	Classroom

This course is a prerequisite for: None

Group: Core

MKT Computer Programming with R

621

Prerequisites: **None**

This course introduces the basics of computer programming R language. Topics include programming with R using data types, algorithms, object-oriented analysis and design. The course also takes up various programming techniques such as design, implementation, testing, trouble shooting and documentation

Credit Hours: 3

Course Delivery: Classroom

Group: Core

This course is a prerequisite for: Regression Analysis with R for Business

MKT Regression Analysis with R for Business

622

Prerequisites: **Computer Programming with R, Principles of Economics, Statistics**

This As most research in social sciences is aimed at quantifying relationships among variables that either measure the outcome of some process or are likely to affect the process, where the process in question could be any economic, business, or management process of interest to the social scientist. The quantification of the process may be as simple as determining the degree of association or as complicated as estimating the parameters of a detailed nonlinear system.

Credit Hours: 3

Course Delivery: Classroom

Group: Core

Regardless of the complexity of the model, the most powerful and widely used statistical method for estimating the parameters of interest is the method of least squares. Researchers choose the most appropriate model for the project at hand, the parameters of the model are then estimated such that model predictions and the observed data are in as good agreement as possible as measured by the least squares criterion, minimization of the sum of squared differences between the predicted and the observed points.

In Applied Regression Analysis with R, we will learn what is and how to use regression by analyzing a variety of real world problem. Heavy emphasis will be placed on analysis of actual datasets. Topics covered include: review of probability and statistics; simple linear regression (SLR); multiple linear regression (MLR); inference; dummy variables; asymptotics; further issues on MLR; heteroskedasticity; specification and data problems; limited dependent variables; time series; instrumental variables (IV) and two-stage least squares (2SLS) (optional); simultaneous equations (optional); panel data (optional).

This course is a prerequisite for: None

MKT **Marketing Practicum****624**Prerequisites: **Marketing Analytics, Ethics**

This course is intended to engage students in a real-world marketing consulting project. This course serves as a bridge between classroom material and practical application. Students apply their previously learned material from the curriculum to craft a comprehensive, data-informed marketing strategy.

Credit Hours:	3
Course Delivery:	Classroom
Group:	Core

This course is a prerequisite for: None