

Business Analytics

Marketing Analytics (C25350C) *Certificate* PROGRAM PLANNING GUIDE

Revised: Fall 2024

Curriculum By Semester						
				Hours Per Week		Credits
				Class	Lab	
FIRST SEMESTER			Required Prereqs			
BAS	120	Intro to Analytics	Take One Set: Set 1: DRE-097 and DRE-098 and DMA-010 and DMA-020 and DMA-030 and DMA-040 and DMA-050; Set 2: ENG-002 and MAT-003	3	0	3
BUS	110	Intro to Business	None	3	0	3
SECOND SEMESTER						
BAS	121	Data Visualization	BAS-120	2	3	3
MKT	120	Principles of Marketing	None	3	0	3

GRADUATION REQUIREMENT:

Credit Hours 12