

Business Analytics

Marketing Analytics (C25350C1)

CCP Certificate

PROGRAM PLANNING GUIDE

New: Spring 2024

Curriculum By Semester

			Hours Per Week		
			Class	Lab	Credits
FIRST SEMESTER					
BAS	120	Intro to Analytics	3	0	3
BUS	110	Intro to Business	3	0	3
SECOND SEMESTER					
BAS	121	Data Visualization	2	3	3
MKT	120	Principles of Marketing	3	0	3
GRADUATION REQUIREMENT:			Credit Hours		12