

**MARKETING ANALYTICS
Certificate
Day**

PROGRAM PLANNING GUIDE

Course Number		Course Title	Class	Hours Per Week		Credits
				Lab	Work/ Clinical	
<u>FIRST SEMESTER</u>						
BAS	120	Introduction to Analytics	2	3	0	3
BUS	110	Introduction to Business	3	0	0	3
<u>SECOND SEMESTER</u>						
BAS	121	Data Visualization	2	3	0	3
MKT	120	Principles of Marketing	3	0	0	3

TOTAL GRADUATION REQUIREMENT 12 SEMESTER CREDIT HOURS