Marketing Analytics B.B.A.

Marketing

Labovitz School of Business and Economics

Do you excel at seeing patterns where others only see random chaos? Does the prospect of analyzing data to reveal insights excite you? Would you like to study why and how consumers interact with the marketplace, products, and services? If so, the Marketing Analytics (MAP) major may be a great fit for you.

The MAP major develops students to transform consumer data related to buying behaviors into insights and actionable recommendations for organizations. Students learn to present their insights as solutions to business problems and have 24/7 access to a state-of-the-art analytics lab with sophisticated software tools and industry datasets.

Why UMD

- The program boasts a 100% placement rate and some of the highest average starting salaries for LSBE graduates.

Acquired Skills

- Use industry software tools to manage, summarize, and analyze consumer and transaction data.
- Generate insights into consumer needs and identify sales trends and business opportunities. Confidently communicate recommendations to organizational stakeholders.

Career Possibilities

The exponential growth in the generation and accessibility of data presents companies with an opportunity to measure and track the impact of their business decisions on sales and profits with more precision.

As decision-making becomes more data-driven, career opportunities for Marketing Analytics graduates exist in every industry sector, with job titles such as Marketing Analyst, Business Analyst, Social Media Analyst, Pricing Analyst, Market Research Analyst, and E-Commerce Analyst.

Scholarships

Students with a major in LSBE are eligible to apply for more than 120 scholarships, with the total scholarship amount in excess of $200,000 annually.

Student Clubs

The Marketing Analytics club is committed to furthering students' interests in marketing and analytics. The club mentors new individuals interested in the field of marketing analytics and teams up with local volunteer organizations within the community. It also plans social events for everyone to partake in.

Faculty Highlights

The Marketing Analytics program in LSBE is managed by Professor Sara Pitterle. As the director of the program, she teaches marketing analytics courses, coordinates
the summer internship program, and assists students in networking activities. She works closely with the program's industry Advisory Committee to offer relevant, real-world learning experiences to students. Pitterle spent more than fifteen years working in industry in the United States, Australia, and India. During this time, she held research management positions with research suppliers and clients including AGB McNair—a Nielsen company, the NT Tourist Commission, and Lands’ End.

Requirements

Freshmen and transfer students are typically admitted as pre-business students for all BBA majors. Admission to candidacy status, which allows access to upper division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards.

Students apply for admission to the Marketing Analytics major during the spring semester of their sophomore year. Admission is based on an interview and academic record review.

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