Every time you shop online or in-store, you generate a trail of data related to your behavior. The Marketing Analytics major trains students to analyze this data to identify relevant patterns, with the objective of better serving customers while improving the return on an organization’s marketing investments.

Marketing analytics is a rapidly growing field. At present, organizations have access to an enormous amount of internal and external data; however, the challenge remains to efficiently transform this data into insights and actionable recommendations for decision-makers.

Why UMD

- Currently, there are very few programs in the country that offer an undergraduate Marketing Analytics degree.
- The program boasts 100% placement and one of the highest average starting salaries for LSBE graduates.
- Program participants have 24/7 access to a sophisticated computer lab for utilizing sophisticated software on live industry datasets.
- The specialized marketing analytics courses, developed exclusively for the program, cover topics usually reserved for graduate courses.

Acquired Skills

- Use sophisticated software tools to manage, summarize, and analyze consumer and transaction data.
- Generate insights into consumer needs and identify sales trends and business opportunities.
- Communicate insights and recommendations confidently in written and oral formats.
- Work on live industry projects and make presentations to executive panels.

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.

**Graduate Report**

Recent UMD Graduates Job Placement Data & Employers

Here's a sampling of positions Marketing Analytics B.B.A. grads have attained six months to one year after graduation.

- Merchant Analyst - Best Buy, Richfield, MN
- Associate Category Development Analyst - Hormel, Pleasanton, CA
- Analyst - Nielsen, Sheboygan, WI
- Consumer Research Analyst - Polaris, Plymouth, MN
- Staff Accountant - Wipfli, Duluth, MN

- Marketing Analytics Manager - Colgate-Palmolive, Minneapolis, MN

For more data see the Marketing Analytics B.B.A. Graduate Follow-Up Report [5].
For ideas about Marketing Analytics B.B.A. and other majors visit Career & Internship Services [6].

[1] https://academics.d.umn.edu/admissions/program-type/major