Marketing Analytics Minor

Minor
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Marketing
Labovitz School of Business and Economics

Why UMD

Marketing analytics is the systematic study of customer data to optimize customer utility, while simultaneously improving the return on marketing and business investments. The term analytics refers to the application of statistical techniques to large databases to convert data into information and actionable recommendations. Analytics can also be used to study an organization's purchase and sales data to understand the value of different customer segments and create more accurate customer response and demand forecasting models. Analytics can provide critical and timely input to managerial decision making it more data driven and, ultimately, more effective.

LSBE's minor in marketing analytics for non-LSBE students is designed for students with strong mathematics and statistics backgrounds. The marketing analytics minor builds upon these quantitative skills and develops data analysis skills and business knowledge.

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