Duluth Campus

Marketing Analytics B.B.A.

Marketing

Labovitz School of Business and Economics

- **Students will no longer be accepted into this program after Fall 2020. Program requirements below are for current students only.**
- **Students interesting in Marketing Analytics BBA should consider Business Analytics BBA or Consumer Insights and Analytics BBA.**

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2021
- Required credits to graduate with this degree: 120
- Required credits within the major: 98
- This program requires summer terms.
- Degree: Bachelor of Business Administration

The Marketing Analytics major prepares students to analyze data to identify relevant patterns, with the objective of better serving customers while improving the return on an organizations marketing investments. Marketing analytics is a rapidly growing field. 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.

Students accepted into the major become participants in the Marketing Analytics Program with 24/7 access to a special computer lab within LSBE and access to specialized software and industry standard datasets. Students in this major learn to use sophisticated software tools to manage, summarize and analyze consumer and transaction data. They learn to use data to generate insights into consumer needs, and identify sales trends and business opportunities. Through intensive practice, they also learn how to communicate their insights and recommendations confidently in written and oral formats. Students work on live industry projects and make presentations to executive panels.

LSBE Program Honors Requirements: GPA of all upper division (3xxx or higher) courses taken from LSBE.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

Sophomores interested in the major are strongly encouraged to meet with the Marketing Analytics Program Director. An initial informational meeting or review of program opportunities helps interested student determine whether or not to pursue formal application and the appropriate prerequisite courses. During spring semester, the application and selection process involves a thorough review of each candidate's application and academic performance, as well as a formal interview. Applicants are reviewed and selected according to their skills, academic qualifications and "fit" with the program in terms of career goals and interests. Candidates are expected to main high ethical standards. For admission to the major, the preferred GPA is as: 2.60 or better cumulative UMD overall GPA; 2.60 or better University of Minnesota cumulative GPA; 2.00 or better Pre-major Coursework GPA.

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

General Requirements

The Board of Regents, on recommendation of the faculty, grants degrees from the University of Minnesota. Requirements for an undergraduate degree from University of Minnesota Duluth include the following:

1. Students must meet all course and credit requirements of the departments and colleges or schools in which they are enrolled including an advanced writing course. Students seeking two degrees must fulfill the requirements of both degrees. However, two degrees cannot be awarded for the same major.
2. Students must complete all requirements of the Liberal Education Program.
3. Students must complete a minimum of 120 semester credits.
4. At least 30 of the last 60 degree credits earned immediately before graduation must be awarded by UMD.
5. Students must complete at least half of their courses at the 3xxx-level and higher at UMD. Study-abroad credits earned through courses taught by UM faculty and at institutions with which UMD has international exchange programs may be used to fulfill this requirement.

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6. If a minor is required, students must take at least three upper division credits in their minor field from UMD.
7. The minimum cumulative UM GPA required for graduation will be 2.00 and will include only University of Minnesota coursework. A minimum UM GPA of 2.00 is required in each UMD undergraduate major and minor. No academic unit may impose higher grade point standards to graduate.
8. Diploma, transcripts, and certification will be withheld until all financial obligations to the University have been met.

Program Requirements

1. 50% of all required business credits, including the upper division economics elective, must be taken from LSBE faculty.

2. No more than 9 credits (3 courses) pertaining to a specific major may be taken abroad, unless an exception is approved by petition.

3. Graduation Requirements: a. 2.0 or better cumulative UMD overall GPA, b. 2.0 or better University of Minnesota cumulative GPA, c. 2.00 or better Required Major Coursework GPA

Introductory course (1 cr)

Not required for transfer students with 30 or more credits, or for students who change college to LSBE
UST 1000 - Learning in Community (1.0 - 2.0 cr)

Pre-major requirements (37 cr)

Electives: Additional courses to bring total to 60 pre-candidacy credits. Non-LSBE statistics courses cannot be used to fulfill elective requirements.
ACCT 2001 - Principles of Financial Accounting (3.0 cr)
ACCT 2002 - Principles of Managerial Accounting (3.0 cr)
BLAW 2001 - The Legal Environment [LE CAT8, HUMANITIES] (3.0 cr)
ECON 1022 - Principles of Economics: Macro [LE CAT, SOC SCI] (3.0 cr)
ECON 1023 - Principles of Economics: Micro [LE CAT, SOC SCI] (3.0 cr)
ECON 2030 - Applied Statistics for Business and Economics [LOGIC & QR] (3.0 cr)
MIS 2201 - Information Technology in Business (3.0 cr)
LSBE 2000 - Interpersonal and Teamwork Skills (1.0 cr)
PSY 1003 - General Psychology [LE CAT, SOC SCI] (4.0 cr)
WRIT 1120 - College Writing [LE CAT, WRITING] (3.0 cr)

Mathematics

MATH 1160 - Finite Mathematics and Introduction to Calculus [LE CAT, LOGIC & QR] (5.0 cr)
or MATH 1290 - Calculus for the Natural Sciences [LE CAT2, LOGIC & QR] (5.0 cr)
or MATH 1296 - Calculus I [LE CAT, LOGIC & QR] (5.0 cr)

Communication or Foreign Languages

COMM 1112 - Public Speaking [LE CAT, COMM & LAN] (3.0 cr)
or COMM 1222 - Interpersonal Communication [LE CAT, LECD C, COMM & LAN] (3.0 cr)
or LSBE students are encouraged to take at least one year of a college-level foreign language (See LSBE Advising and Academic Services Office.)

Advanced Writing and Professional Development Requirement (4 cr)

WRIT 3121 - Advanced Writing: Business and Organizations (3.0 cr)
or BCOM 3141 - Business Communications (3.0 cr)
LSBE 3000 - Career Development for the Business Professional (1.0 cr)

LSBE Core Courses (18 cr)

MGTS 3301 - Production and Operations Management (3.0 cr)
FIN 3601 - Corporate Finance (3.0 cr)
MGTS 3401 - Organizational Behavior and Management (3.0 cr)
MGTS 3801 - Human Resource Management (3.0 cr)
MGTS 4481 - Strategic Management (3.0 cr)
MKTG 3701 - Principles of Marketing (3.0 cr)

Marketing Analytics (21 cr)

Take MKTG 3767 for a minimum of 1 credit.
ECON 4040 - Econometrics II (3.0 cr)
MIS 3220 - Database Management and Design (3.0 cr)
MKTG 3711 - Marketing Research (3.0 cr)
MKTG 3761 *{Inactive}*(3.0 cr)
MKTG 3767 *{Inactive}*(1.0 - 6.0 cr)
MKTG 4731 - Consumer Behavior (3.0 cr)

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MKTG 4762 *{Inactive}*(3.0 cr)
MKTG 4763 *{Inactive}*(2.0 cr)

Supporting Courses (17 cr)

In addition to economics and international requirements listed below, you may complete up to 3 credits of additional internship credits and upper division (3xxx or above) non-LSBE courses, for a total of 17 credits of supporting courses. NOTE: PSY 3020, STAT 3611 and SOC 3155 are equivalent to ECON 2030 and cannot be used to fulfill these requirements. Up to 12 credits from a LSBE second major or a LSBE minor, may be applied to this requirement.

Economics Requirement

Take exactly 1 course(s) from the following:

- ECON 3xxx
- ECON 4xxx
- ECON 5xxx

International Requirement

Take exactly 1 course(s) from the following:

- AMIN 3410 - Fur Trade in Canada and the United States [CDIVERSITY] (3.0 cr)
- ANTH 3628 - Women in Cross-Cultural Perspective (3.0 cr)
- ANTH 3632 - Latin American Cultures (3.0 cr)
- ANTH 3638 - Peoples and Cultures of the Middle East (3.0 cr)
- ECON 3150 - Development Economics (3.0 cr)
- ECON 3402 - Global Economic Issues (3.0 cr)
- ENGL 3501 - British Literature I [HUMANITIES] (4.0 cr)
- ENGL 3502 - British Literature II [HUMANITIES] (4.0 cr)
- FIN 3649 - International Finance (3.0 cr)
- FR 4412 - Contemporary French Culture and Society [HUMANITIES, GLOBAL PER] (4.0 cr)
- FST 4225 - INTB 4201, Chinese Business and Economics [GLOBAL PER] (3.0 cr)
- FST 4295 - INTB 4211 Innovation in Ireland (GLOBAL PER) [GLOBAL PER] (3.0 cr)
- GEOG 3461 - Geography of Global Resources (3.0 cr)
- GER 4302 - German Women Writers and Filmmakers [HUMANITIES] (4.0 cr)
- GER 4305 - German Cinema [HUMANITIES] (4.0 cr)
- GER 4404 - Contemporary Germany [HUMANITIES, GLOBAL PER] (4.0 cr)
- HCM 4560 - International Comparisons of Health Care Systems (3.0 cr)
- HIST 3243 - Europe in Crisis in the 20th Century (4.0 cr)
- HIST 3244 - Holocaust & Genocide in Europe in the 20th Century (4.0 cr)
- HIST 3264 - Russian Empire under the Tsars: Russia under the Romanovs from Peter the Great to Lenin [GLOBAL PER] (4.0 cr)
- HIST 3386 - The United States and the World since 1898 (4.0 cr)
- HIST 3615 - Modern Africa (4.0 cr)
- HIST 3616 *{Inactive}*(4.0 cr)
- HIST 3726 - Modern Middle East: 18th Century-Present [GLOBAL PER] (4.0 cr)
- HIST 3825 - Islamic History from Muhammad to the Ottomans [GLOBAL PER] (4.0 cr)
- MGTS 4474 - International Management (3.0 cr)
- POL 3451 - Theories of International Relations (4.0 cr)
- POL 3456 - International Security: War and More (4.0 cr)
- POL 3517 - Western European Political Systems (4.0 cr)
- POL 3570 - Politics of Developing Nations (3.0 cr)
- SOC 3945 - Social Stratification (3.0 cr)
- SPAN 3042 - Civilization, Cultures and Communities in Latin America [HUMANITIES, GLOBAL PER] (4.0 cr)
- SPAN 3044 - Civilization, Cultures and Communities of Spain [HUMANITIES, GLOBAL PER] (4.0 cr)
- SPAN 4011 - Latin American Prose [HUMANITIES] (4.0 cr)
- SPAN 4018 - Latin America From Within [HUMANITIES] (4.0 cr)
- SPAN 4027 - Contemporary Literature and Culture of Spain [HUMANITIES] (4.0 cr)
- WS 3000 - Transnational Perspectives on Feminism [SOC SCI, GLOBAL PER] (3.0 cr)
- WS 3001 - Gender Relations in the Global South [GLOBAL PER] (3.0 cr)
- WS 3002 - Latin American Women: Culture and Politics (3.0 cr)
- WS 3400 - Women and Film [GLOBAL PER] (3.0 cr)
- ACCT 4505 - International Accounting (3.0 cr)
  or ACCT 5505 - International Accounting (3.0 cr)
- ECON 4410 - International Economics (3.0 cr)
  or ECON 5410 - International Economics (3.0 cr)
- MGTS 4861 - International Human Resource Management (3.0 cr)
  or MGTS 5861 - International Human Resource Management (3.0 cr)
- MKTG 4774 - International Marketing (3.0 cr)
  or MKTG 5774 - International Marketing (3.0 cr)

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