Duluth Campus

Marketing Analytics Minor

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 minor should consider Business Analytics minor or Consumer Insights and Analytics minor.**

- Program Type: Undergraduate minor related to major
- Requirements for this program are current for Fall 2022
- Required credits in this minor: 41 to 45
- This program requires summer terms.

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 sale 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 to make it more data drive and, ultimately, more effective. LSBE's minor is marking 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.

Program Delivery

This program is available:

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

Admission Requirements

A GPA above 2.0 is preferred for the following:

- 2.60 already admitted to the degree-granting college
- 2.60 transferring from another University of Minnesota college
- 2.60 transferring from outside the University

Students will need to apply for admission into the Retail Marketing Analytics Program to pursue this minor. Admission will be based on interviews and review of previous academic record, particularly students' quantitative courses.

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

Required prerequisites

Pre-Minor Core (17-21 cr)

Math

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

Computer Science/IT

CS 1511 - Computer Science I [LE CAT] (5.0 cr)
or MIS 2201 - Information Technology in Business (3.0 cr)

Accounting

ACCT 2001 - Principles of Financial Accounting (3.0 cr)

Economics/Statistics

ECON 2030 - Applied Statistics for Business and Economics [LOGIC & QR] (3.0 cr)
or PSY 3020 - Statistical Methods (4.0 cr)
or SOC 3155 - Quantitative Research Methods and Analysis (4.0 cr)
or STAT 1411 - Introduction to Statistics [LE CAT, LOGIC & QR] (3.0 cr)
or STAT 2411 - Statistical Methods [LE CAT, LOGIC & QR] (3.0 cr)
or STAT 3411 - Engineering Statistics (3.0 cr)
or STAT 3611 - Introduction to Probability and Statistics (4.0 cr)

Economics

ECON 1003 - Economics and Society [LE CAT, SOC SCI] (3.0 cr)
or 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)

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Information current as of March 28, 2024

Minor Requirements

LSBE Upper Division (3 cr)

MKTG 3701 - Principles of Marketing (3.0 cr)

Marketing Analytics (21 cr)

Group A (6 cr)

MKTG 3711 - Marketing Research (3.0 cr)
MKTG 4731 - Consumer Behavior (3.0 cr)

Group B (9 cr)

MKTG 3761 *{Inactive}*(3.0 cr)
MKTG 3767 *{Inactive}*(1.0 - 6.0 cr)
MKTG 4762 *{Inactive}*(3.0 cr)
MKTG 4763 *{Inactive}*(2.0 cr)

Group C (6 cr)

MIS 3220 - Database Management and Design (3.0 cr)
ECON 4040 - Econometrics II (3.0 cr)
or STAT 5411 - Analysis of Variance (3.0 cr)
or STAT 5511 - Regression Analysis (3.0 cr)

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