


Business Administration

Course Number:	BUAD 344
Course Title:	MARKETING ANALYTICS AND DATA ANALYSIS
Credits:	3
Calendar Description:	This course provides students the skills and knowledge to conduct primary marketing research. The focus is on acquiring information, assembling the information into a usable database, conducting data analysis, and accurately reporting findings. Students engage in experiential learning by completing a research project supported by theory and practice from both industry and academic sources.
Semester and Year:	Fall 2016
Prerequisite(s):	BUAD 210, STAT 121 or STAT 124
Corequisite(s):	STAT 121 or STAT 124
Prerequisite to:	
Final Exam:	Yes
Hours per week:	4
Graduation Requirement:	BBA, Marketing Specialty - Required
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 268 are not required to complete BUAD 210 & BUAD 344 and must complete five marketing electives, one of which may be BUAD 344.
Originally Developed:	April 2009
EDCO Approval:	June 2010
Chair's Approval:	

Professors

Alan Rice

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SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.