

# MKAN: MARKETING ANALYTICS (GRADUATE)

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## **MKAN 7010 Marketing Analytics Capstone (3 Credits)**

This capstone course focuses on students gaining real world project experience in marketing analytics. Students will explore consumer data, market trends, and campaign efficacy. Students will be required to complete a capstone project. The emphasis of the project will be on leveraging data to inform marketing strategies, audience segmentation, and campaign performance evaluation.