


# Business Administration

Course Number:	<b>BUAD 344</b>
Course Title:	<b>MARKETING ANALYTICS AND DATA ANALYSIS</b>
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**

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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.