

Post-Baccalaureate Certificate in Uncovering Insights with Business Analytics

Program Requirements

Required Courses

STAT 610	Statistics for Business Analytics	3.0
MIS 630	Inter-Active Decision Support Systems	3.0
Electives - select two courses *		6.0
MKTG 601	Marketing Strategy & Planning	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
Total Credits		12.0

* Select 3 courses if STAT 610 has already been completed

Sample Plan of Study

First Year

Fall	Credits	Winter	Credits
STAT 610	3.0	MIS 630	3.0
MKTG 601	3.0	MKTG 606	3.0
		6	6

Total Credits 12