

BBA - Marketing Emphasis in Data-Driven Marketing and Intelligence

Program Requirements

This program provides undergraduate marketing students an opportunity to gain specialized experience and skills in marketing analytics and data-driven, evidence-based decision-making. Courses offer students the opportunity to study various quantitative analysis tools and experiences using consumer data to tell a story and provide insights into key business decisions.

A minimum total of 120 credit hours is required for the Bachelor of Business Administration (BBA) in marketing emphasis in data-driven marketing and intelligence. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>) and the requirements for all BBA programs (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) set by the W. Frank Barton School of Business, candidates for the BBA in marketing emphasis in data-driven marketing and intelligence must satisfy the following requirements of the curricular major:

Course	Title	Hours
General Education		
Select courses to meet General Education requirements ¹		34-35
College Requirements ²		
Bachelor of Business Administration Core Requirements		27
Advanced Standing Requirements		23-25
Marketing Emphasis in Data-Driven Marketing and Intelligence Major		
MKT 405	Consumer Behavior	3
MKT 403	Marketing Research	3
MKT 609	Strategic Marketing Management	3
MKT 690K	Marketing Analytics and Intelligence	3
MKT 690M	Data-Driven Metrics for Modern Marketing	3
MKT 690N	Customer Journey Analytics	3
MKT 690O	Database and Visual Storytelling	3
Open Electives		
Select enough electives to reach 120 credit hours		12-15
Total Credit Hours		120

¹ Required major courses may also count towards General Education requirements. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

² See the Bachelor of Business Administration (<http://catalog.wichita.edu/undergraduate/w-frank-barton-business/bachelor-of-business-administration/>) page of the catalog for a full explanation of these college requirements.

Majors in marketing with an emphasis in data-driven marketing and intelligence must complete MKT 300 with a C+ or better to continue in the major and the emphasis. Students must also complete ECON 231 with a B- or better and MATH 144 with a C or better. Students choosing this emphasis are also required to minor in business analytics.

Applied Learning

Students in the BBA - marketing emphasis in data-driven marketing and intelligence are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing the coursework and the applied research project assigned in MKT 609 Strategic Marketing Management.