

MINOR IN MARKETING ANALYTICS

Minor in Marketing Analytics

The minor in Marketing Analytics, provides for a pathway for students majoring in disciplines outside of the Eberhardt School of Business to learn the principles of marketing analytics and data analysis for informed decision making in a wide variety of industries. The minor is not intended as a substitute for the broad in-depth coverage found in the Bachelor of Science in Business Administration.

Students must complete a minimum of 20 units with a Pacific minor grade point average of 2.0 to earn the minor in marketing. All courses in the minor must be taken at Pacific.

Minor Requirements

All five of the following courses must be taken to complete the minor in Marketing Analytics

BUSI 107	Marketing Management	4
BUSI 108	Introduction to Business Analytics	4
BUSI 141	Marketing Research	4
BUSI 143	Product Innovation	4
BUSI 149	Marketing Analytics	4