

## Business Analytics' Marketing

ing and Business grade you received. This list includes all Market

## Completed Courses and Grades

Course	Grade
BUSE 101 (Introduction to Business)	A-
BUSE 102 (Business Communication)	A
BUSE 103 (Business Law)	B+
BUSE 104 (Business Ethics)	B
BUSE 105 (Business Statistics)	B-
BUSE 106 (Business Writing)	C+
BUSE 107 (Business Research)	C
BUSE 108 (Business Strategy)	C-
BUSE 109 (Business Management)	D
BUSE 110 (Business Operations)	D-
BUSE 111 (Business Finance)	F
BUSE 112 (Business Marketing)	F
BUSE 113 (Business Information Systems)	F
BUSE 114 (Business Analytics)	F
BUSE 115 (Business Innovation)	F
BUSE 116 (Business Sustainability)	F
BUSE 117 (Business Globalization)	F
BUSE 118 (Business Entrepreneurship)	F
BUSE 119 (Business Leadership)	F
BUSE 120 (Business Project Management)	F
BUSE 121 (Business Negotiation)	F
BUSE 122 (Business Conflict Resolution)	F
BUSE 123 (Business Organizational Behavior)	F
BUSE 124 (Business Human Resources Management)	F
BUSE 125 (Business Quality Management)	F
BUSE 126 (Business Supply Chain Management)	F
BUSE 127 (Business Project Management)	F
BUSE 128 (Business Negotiation)	F
BUSE 129 (Business Conflict Resolution)	F
BUSE 130 (Business Organizational Behavior)	F
BUSE 131 (Business Human Resources Management)	F
BUSE 132 (Business Quality Management)	F
BUSE 133 (Business Supply Chain Management)	F
BUSE 134 (Business Project Management)	F
BUSE 135 (Business Negotiation)	F
BUSE 136 (Business Conflict Resolution)	F
BUSE 137 (Business Organizational Behavior)	F
BUSE 138 (Business Human Resources Management)	F
BUSE 139 (Business Quality Management)	F
BUSE 140 (Business Supply Chain Management)	F

BUS1 170

(Fundamentals of

Finance)

BUS2 190 (Quantitative  
Business Analysis)

BUS3 100 (General  
Management)

Management)

Business  
Policy)

BUS4 188 (Business  
Systems & Po

Global

BUS5 187 (Global  
Business)

Business)

PHIL 186 (Professional  
& Business Ethics)

BUS2 134A (Consumer  
Behavior)

BUS2 134B (Integrated  
Marketing  
Communications)

BUS2 139 (Marketing  
Research)

BUS2 140 (Marketing  
Management)

BUS2 141 (International  
Marketing)

BUS2 142 (Electronics  
Marketing)

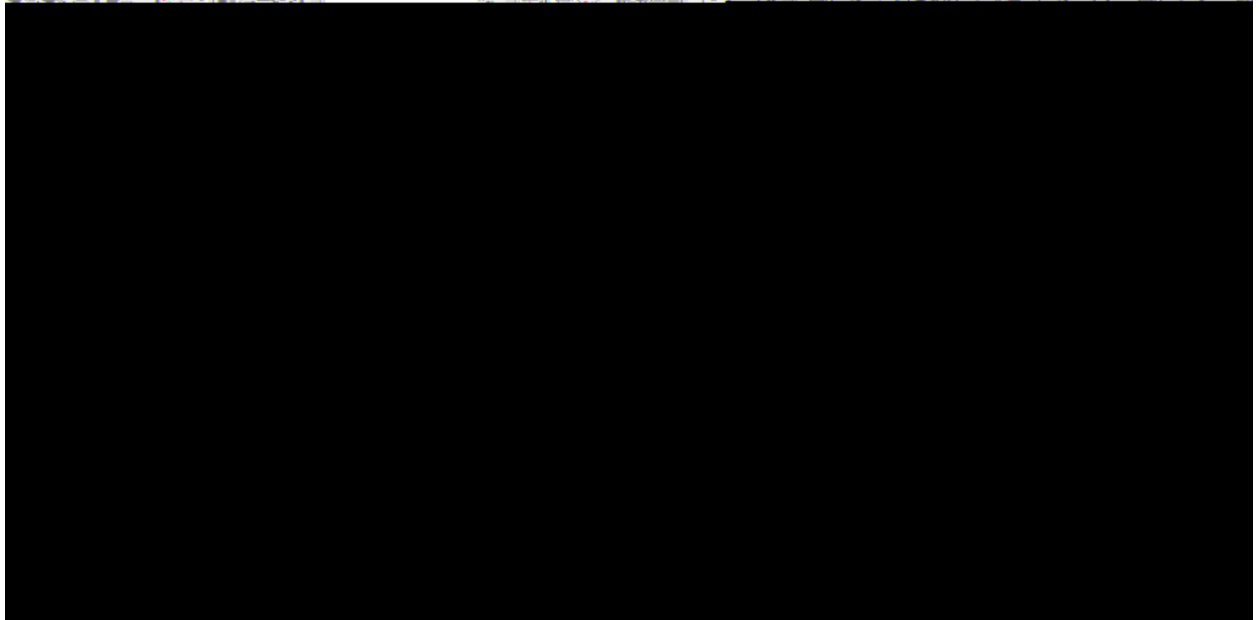
Marketing)



## Extracurricular Activities

## Skill Identification Goal Statement

no scope of the project. What skills have you developed outside of



# Marketing & Business Analytics

# Marketing

Marketing is the process of identifying, anticipating, and satisfying customer requirements profitably. It involves a variety of activities, including market research, product development, pricing, promotion, and distribution. Marketing is essential for businesses to understand their target audience, create value, and drive growth. In the digital age, marketing has evolved to include online advertising, social media, and data-driven insights. Effective marketing strategies are tailored to the specific needs and preferences of the target market, ensuring that the right message is delivered to the right people at the right time.

Business Analytics is the practice of measuring, monitoring, and analyzing marketing performance to maximize efficiency and optimize profitability. It involves the use of data and statistical models to gain insights into customer behavior, market trends, and the effectiveness of marketing campaigns. Business Analytics can help businesses identify opportunities for growth, optimize their marketing mix, and improve their overall performance. Key areas of focus include customer segmentation, campaign optimization, and ROI measurement. By leveraging Business Analytics, businesses can make data-driven decisions that lead to increased sales and customer loyalty.

Business Analytics includes the following components:

- 1. Data Collection: Gathering data from various sources, including sales, marketing, and customer interactions.
- 2. Data Cleaning: Removing errors and inconsistencies from the data to ensure accuracy.
- 3. Data Analysis: Using statistical models and algorithms to analyze the data and extract insights.
- 4. Reporting: Presenting the results of the analysis in a clear and concise manner, often using dashboards and visualizations.



