

# Business Administration

Course Number: **BUAD 344**

Course Title: **MARKETING ANALYTICS AND DATA ANALYSIS**

Credits: 3

Calendar Description: This course provides learners with experience in the design, collection, and analysis of primary research. There is an emphasis on interpreting on-line web analytics and metrics to evaluate marketing strategy. Learners will analyze web and social media analytics, extract information and derive meaningful insights.

Semester and Year: **Winter 2022**

Prerequisite(s): BUAD 210, STAT 121 or STAT 124







Schedule (tentative)

Date	Topic	Textbook

## **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.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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**What is the Disruption of Instructional Activities?**