



Analytics Certificates

This certificate is available only to Current Neeley Graduate students.

These are the required courses for the Certificate

Analytics Certificate *7.5 required hours*

Required 4.5 hrs.

INSC 60010 Statistical Models (1.5 hours)

INSC 60050 Business Analytics (1.5 hours)

INSC 60070 Data Visualization (1.5 hours)

Must complete 3 hrs. of electives from the following courses below:

BUSI 70200 - Business Intelligence and Accounting Analytics (1.5 hours)

MANA 70970 - People Analytics (1.5 hours)

FINA 70523 - Financial Modeling (3 hours)

MARK 70720 - New Product Development (1.5 hours)

INSC 71110 - Predictive Analytics with SAP (1.5 hours)

INSC 71130 - Data Analytics Simulation (1.5 hours)

MARK 70110 - Marketing Analytics (1.5 hours)

MARK 70200 - Customer Relationship Marketing (1.5 hours)

MARK 70210 - Analytics for Innovation (1.5 hours)

MARK 70390 - Digital Marketing Analytics (1.5 hours)

MARK 70770 - Marketing Research (1.5 hours)