

MARKETING STRATEGY AND ANALYTICS CONCENTRATION

The concentration in marketing strategy and analytics provides students with the analytical and conceptual foundations for strategic marketing processes. These processes include market research, segmentation, targeting, positioning, integrated marketing communications, and relationship building. Students develop competencies and skills in identifying customer needs and wants; making decisions about which markets organizations should serve; designing product, service, and program offerings for these markets; planning and implementing strategies to communicate with and sell to these markets; and creating value through profitable relationships with customers as well as channel partners, suppliers, and other stakeholders.

REQUIREMENTS

The following requirements must be fulfilled for the concentration in marketing strategy and analytics: 15 credits in required and selected courses; at least 9 of these credits must be taken in residence. All concentration courses must be completed with a minimum grade of C-.

Concentrations are only available to GWSB students. See Concentrations (<http://bulletin.gwu.edu/business/#regulationstext>) under GW School of Business Undergraduate Regulations in this Bulletin for additional information.

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| MKTG 4154 | Digital Marketing |
| MKTG 4162 | Digital Marketing Analytics |
| MKTG 4163 | Applied Marketing Decision Analytics |
| MKTG 4164 | Artificial Intelligence and Automated Marketing |
| MKTG 4165 | Customer Relationship Management and Relational Databases |
| MKTG 4900 | Special Topics |
| or MKTG 4900W | Special Topics |

| Code | Title | Credits |
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Required

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| MKTG 3142 | Consumer Behavior | |
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| or MKTG 3142W | Consumer Behavior | |
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| MKTG 3143 | Marketing Research | |
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Three courses selected from the following:

Marketing strategy related courses

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| MKTG 4148 | Advertising and Marketing Communications | |
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| or MKTG 4156 | Integrated Marketing Communications | |
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| MKTG 4150 | Professional Selling: Technology & Luxury | |
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| MKTG 4152 | Retailing Management | |
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| MKTG 4159 | Marketing Strategy | |
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| MKTG 4160 | Global Marketing Strategy | |
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| MKTG 4161 | Pricing Strategy: Competitive and Dynamic Pricing | |
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Digital marketing and analytics related courses