

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 (<https://bulletin.gwu.edu/business/#regulationstext>) under GW School of Business Undergraduate Regulations in this Bulletin for additional information.

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

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

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