MBAC 613 Customer Relationship Management Analytics (3 semester hours)
Customer relationship management (CRM) is a business strategy paradigm that focuses on the systematic development of ongoing, collaborative customer relationships as a key source of sustainable competitive advantage. CRM represents a fundamental change in approach from traditional marketing; the goals shift from market share to share of customer. Operating under the assumption that competitive advantage is often gained through building customer equity, this course introduces the theory and practical implementation of customer relationship management strategies using user databases. CRM Strategy Topics include: fundamentals of CRM strategy, customer profiling, measuring customer life-time value, customer profitability analysis, customer loyalty programs, and CRM technology overview. CRM Analytic Topics include: modeling customer lifetime value with linear regression, logistic regression for churn prevention, modeling time to reorder with survival analyses, association rules for market basket analyses, and customer profitability analyses. Students will be introduced to R programming and Excel-based analytic tools. (See BSAN 6050.) Prerequisite: Completion of a college statistics course in the last four years with a grade of B or higher.

MBAC 618 Visual Analytics with Tableau (3 semester hours)
You will learn visual display principles for identifying patterns and trends in data and effective storytelling, to generate and communicate insights, and translate insights into actionable strategies. You will understand how to analyze different types of data from multiple perspectives using a variety of chart types in Tableau. You will be able to interactively link charts to create informative dashboards for gaining more comprehensive insight into the data. Special attention will be devoted to communications skills in sharing insights and storytelling, so that viewers can easily understand and use the information. This course is designed for students with little or no experience with Tableau. Prerequisite: Completed or concurrent course in marketing at any level.