

# DIGITAL MEDIA (DMC)

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**DMC 346 Digital Marketing Analytics 3 sem. hrs.**

Marketing professionals today have access to incredible amounts of data. The ability to use this data is what differentiates successful marketing efforts from failed ones. This course will teach you how to analyze digital customer behavior data using a range of tools, and use that data to test marketing hypotheses and improve customer acquisition. This online class has optional live sessions. Prerequisites: BUS 233 and BUS 430