Exposes students to the art of using analytic tools from across the spectrum of data mining and modeling to provide powerful competitive advantage in business. Students will learn to recognize when a method should or should not be used, what data is required, and how to use the software tools. Areas covered include database marketing, geospatial marketing and fundamental strategic and tactical decisions such as segmentation, targeting and allocating resources to the marketing mix. Prerequisite: BUS 343, 336, 360W, all with a minimum grade of C-, 60 units; OR Data Science majors with BUS 343, 360W, both with a minimum grade of C-, and 60 units.

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