

MARKETING (GLPR1-CE)

GLPR1-CE 1000 Introduction to Data Analytics (3.5 Credits)

This foundation course introduces students to critical concepts and basic applications of data analytics. To develop literacy in analytics, students first will learn elementary concepts. Topics include common terms, practices, and trends; benefits, costs, and risks; an introduction to an analytics development life cycle; and an end-to-end process for developing data analytics. Next, students will practice applying the basic elements of the analytics development life cycle. This course will teach students to translate business needs into data and analytics model needs; understand big data, including what data is useful and how to obtain and prepare it; and perform, infer, and convey analysis insights.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1001 Big Data for Decision-Making (3.5 Credits)

This course reinforces basic skills and introduces advanced topics in utilizing and managing big data in data analytics. Students will learn the process to identify data needs from a variety of sources and to store, extract, and transform this data for use in analytics models. Students will continue to practice the translation of business needs into data and analytics model needs. Topics include the definition and characteristics of big data; data needs analysis; the nature, sources, and formats of data; data storage and data management; preparation of data for use in analytics models; data mining; and data query tools.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1002 Managing Data Analytics Usage in Organizations (3.5 Credits)

This course reinforces basic skills and introduces advanced topics in methods used to conduct data analytics, thereby providing students with usable contextual insights and guidance for managing analytics usage in organizations. Students will gain practical, applied understanding of popular analytics methods and continue to practice contextualizing and determining relevant analytics models based on organizational needs. Topics include the purpose of different types of analytics techniques, such as querying and aggregation; determination of which analytics techniques are appropriate for specific business needs; and categories of analytics, including descriptive, predictive, prescriptive, and comparative. Students also will be exposed to analytics and query programs, such as Excel, Access, SQL, and IDEA; analysis languages, such as Python and R; and basic statistics, such as descriptive statistics and correlation. Students are not expected to dive deep into the technical details of these methods and tools; instead, the course will focus on the decision-making logic behind these tools and methods, which will be supported by hands-on practice. Students will further build confidence in making informed decisions based on data analytics.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1003 Data Analytics Visualizations and Corporate Storytelling (3.5 Credits)

This course introduces advanced topics in visualizing and communicating data insights derived from the application of data analytics using popular and emerging practices and technologies. Students will learn to construct visualizations, talking points, and presentations of analysis results. Students will learn how to apply basic storytelling concepts to communications that serve to engage, inform, and persuade key stakeholders. The course also will cover the purpose of different types of visualization techniques and tools, such as Excel, Tableau, and Microsoft Power BI. Students will become skillful at determining which categories of visualization techniques are appropriate for specific business needs, such as balanced scorecards, key performance indicators, and pattern analysis.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1010 Introduction to Marketing (3.5 Credits)

This course provides an introduction to the fundamental principles and practices in the marketing process. It provides a detailed study of each marketing mix tool (product, price, place, promotion), along with an introduction to marketing research and consumer behavior.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1020 Digital Marketing and Analytics (3.5 Credits)

This course explores current and emerging forms of digital media, demonstrating how to leverage them to build brands and engage customers. Participants will evaluate digital and social media to improve marketing objectives and develop effective media plans. Participants also will obtain and utilize data analytics.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1030 Competing in Global Markets (3.5 Credits)

This course focuses on marketing strategy and management within the context of global and international markets. It evaluates cultural differences and aims to enhance participants' skills in developing and implementing marketing strategies and decision-making in international contexts. This course also will provide practical experience in conducting research and evaluating opportunities existing in international markets, developing plans for exploiting those opportunities, and examining the risks facing business activities in those markets.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

GLPR1-CE 1040 Strategic Marketing Plan (3.5 Credits)

This course focuses on the long-term implications of strategic market planning. Topics include analysis of marketing opportunities, development of marketing strategies, shaping of marketing offers, and the management and delivery of marketing programs.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes