Customer Insights

Customer Insights Legend Core Course Foundational Elective Specialized or Related Elective Related Pathways

Core

Marketing/Marketing Strategy B6601/B5601, 1.5/3 credits

Foundational (Choose 1 or both)

*Behavioral Economics and Decision Making B8619/B7619, 3 credits *Strategic Consumer Insights B8607/B7607, 3 credits

Marketing Methods

Data Science for Marketing Managers B8633, 1.5 credits

Intro to User Experience B8622, 1.5 credits

Market Intelligence: The Art and Science B8656, 3 credits

Social Innovation using Data-Driven Design B8663, 3 credits

Specialized Electives

Frontiers in Retailing B8604, 1.5 credits

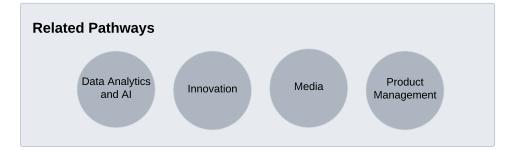
The Business of Aesthetics and Experience B8616, 3 credits

Premium Brand Strategy B8612, 1.5 credits

The Psychology & Economics of Consumer Finance B8744, 3 credits Pricing Strategies B8649/B7649, 1.5 credits

Sustainable Marketing B8654/B7654, 3 credits

The Luxury Approach B8655, 3 credits





^{*}Recommended corequisites for marketing methods and specialized electives