

Customer Insights

Customer Insights Legend

- Core Course
- Foundational Elective
- Specialized or Related Elective
- Related Pathways

*Recommended corequisites for marketing methods and specialized electives

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

Pricing Strategies
B8649/B7649, 1.5 credits

The Business of Aesthetics and Experience
B8616, 3 credits

Sustainable Marketing
B8654/B7654, 3 credits

Premium Brand Strategy
B8612, 1.5 credits

The Psychology & Economics of Consumer Finance
B8744, 3 credits

The Luxury Approach
B8655, 3 credits

Related Pathways

Data Analytics

Innovation

Media

Product Management