

**MARKETING ANALYTICS  
Certificate  
Day**

**PROGRAM PLANNING GUIDE**

Course Number	Course Title	Class	Hours Per Week		Credits
			Lab	Work/ Clinical	
<b><u>FIRST SEMESTER</u></b>					
BAS 120	Introduction to Analytics	2	3	0	3
BUS 110	Introduction to Business	3	0	0	3
<b><u>SECOND SEMESTER</u></b>					
BAS 121	Data Visualization	2	3	0	3
MKT 120	Principles of Marketing	3	0	0	3

**TOTAL GRADUATION REQUIREMENT 12 SEMESTER CREDIT HOURS**

