

Concentrations Available | Grade of "C" or better required

	COURSE		CR	GR
		Business Analytics		
	BALT 3310	Vis Tech and Dashboarding	3	
	BALT 4320	Data and Text Mining	3	
	BALT 3330	Database Structures and Queries	3	
	BALT 3370	Intro to GIS for Business Analytics	3	
		Digital Marketing		
	MKTG 3345	Introduction to Web Analytics	3	
	MKTG 3347	Social Media Marketing	3	
	MKTG 3348	Content Development and Search Engine Optimization	3	
	MKTG 3349	Search Engine Marketing	3	
		Operations Management		
	BALT 4350	Web Intelligence and Analytics	3	
	MGT 2235	Business Law I	3	
	MGT 4333	Operations Management	3	
		BALT 3325 or INTB 3340	3	