

# Business Analytics

Requirements for students admitted to the major during the 2019-20 Academic Year

44 credits total. *Courses and availability are subject to change.			Term Available		
REQUIRED Bus Analytics COURSES (21 credits)	PREREQS	Credits	Fall	Winter	Spring
BA 275 Foundations of Statistical Inference	<ul style="list-style-type: none"> <li>MTH 111</li> <li>Sophomore standing</li> </ul>	4	✓ <sup>e</sup>	✓ <sup>e</sup>	✓ <sup>e</sup>
BA 375 Applied Quantitative Methods	<ul style="list-style-type: none"> <li>BA 275</li> <li>Junior standing</li> </ul>	4	✓ <sup>e</sup>	✓ <sup>e</sup>	✓ <sup>e</sup>
BA 474 Data Management	<ul style="list-style-type: none"> <li>BA 481 or BA 483</li> <li>Senior standing</li> </ul>	3		✓	
BA 475 Data Exploration and Visualization	<ul style="list-style-type: none"> <li>BA 481 or BA 483</li> <li>Senior standing</li> </ul>	3		✓	
BA 476 Data and Text Mining	<ul style="list-style-type: none"> <li>BA 474 and BA 475</li> <li>Senior standing</li> </ul>	3			✓
BA 481 (equivalent to BA 483) Introduction to Business Analytics	<ul style="list-style-type: none"> <li>Senior standing</li> </ul>	4	✓ <sup>e</sup>		
<b>Students MUST complete one Business Analytics Options (courses listed on page 2)</b>					
<p>The Business Analytics Degree in the College of Business provides a broad background in business analytics with the requirement to complete one of the following options: Human Resource Analytics, Digital Marketing Analytics or Market Research and Consumer Analytics.</p> <p><b>Things to note:</b></p> <ul style="list-style-type: none"> <li>Students cannot mix and match classes from multiple options</li> <li>When an option is chosen, students should complete all courses in that option in order to graduate.</li> </ul> <p>All options and their requirements are listed on page 2.</p>					
<ul style="list-style-type: none"> <li>✓ = course offered on campus that term.</li> <li><sup>e</sup> = course offered online that term.</li> <li>All pre-req course work must be completed with a C- or higher unless otherwise noted.</li> <li>Check MyDegrees for your specific program requirements which may differ from classes listed above.</li> <li>In addition to courses listed above complete all COB Core requirements as listed at <a href="http://business.oregonstate.edu/advising/pre-business-majors/pre-business-pro-school-core-courses">http://business.oregonstate.edu/advising/pre-business-majors/pre-business-pro-school-core-courses</a></li> </ul>					

**PICK ONE OPTION BELOW**

<b>Human Resource Analytics - (23 credits)</b>		Credits	Fall	Winter	Spring
MGMT 448 Employee Recruitment & Selection	<ul style="list-style-type: none"> <li>• BA 352 w/ C or better</li> <li>• Senior Standing</li> </ul>	4			✓ <sup>e</sup>
MGMT 449 Compensation Management	<ul style="list-style-type: none"> <li>• BA 352 w/ C or better</li> <li>• Senior Standing</li> </ul>	4		✓ <sup>e</sup>	
MGMT 452 Leadership	<ul style="list-style-type: none"> <li>• BA 352 w/ C or BA 351 w C- or better</li> <li>• Senior Standing</li> </ul>	4		<sup>e</sup>	✓ <sup>e</sup>
MGMT 453 Human Resource Management	<ul style="list-style-type: none"> <li>• BA 352 w/ C or or BA 351 w/ C- or better</li> <li>• Senior Standing</li> </ul>	4	✓ <sup>e</sup>	✓	✓ <sup>e</sup>
MGMT 455 Influence & Negotiation	<ul style="list-style-type: none"> <li>• BA 352 w/ C or better</li> <li>• Senior Standing</li> </ul>	4	✓	✓	<sup>e</sup>
MGMT 477 Integrated Human Resource Analytics Project	<ul style="list-style-type: none"> <li>• BA 474 and BA 475</li> <li>• Senior standing</li> </ul>	3			✓
<b>Digital Marketing Analytics - (23 credits)</b>					
MRKT 484 Digital Media and Marketing Integration	<ul style="list-style-type: none"> <li>• BA 223/390 or MRKT 390 w/C or better</li> <li>• Senior standing</li> </ul>	4	✓ <sup>e</sup>		
MRKT 485 Search Engine Marketing	<ul style="list-style-type: none"> <li>• BA 223/390 or MRKT 390 w/C or better</li> <li>• Senior standing</li> </ul>	4		✓ <sup>e</sup>	
MRKT 486 Customer Relationship Management	<ul style="list-style-type: none"> <li>• MRKT 396</li> <li>• Senior standing</li> </ul>	4	✓ <sup>e</sup>		✓
MRKT 492 Consumer Behavior	<ul style="list-style-type: none"> <li>• BA 223 or BA 390 or MRKT 390 w/ C or better</li> <li>• Senior standing</li> </ul>	4	✓ <sup>e</sup>		✓ <sup>e</sup>
MRKT 493 Integrated Marketing Communications	<ul style="list-style-type: none"> <li>• BA 223/390 or MRKT 390 w/ C or better</li> <li>• Senior standing</li> </ul>	4	✓ <sup>e</sup>	✓	
MRKT 477 Integrated Marketing Analytics Project	<ul style="list-style-type: none"> <li>• BA 474 and BA 475</li> <li>• Senior standing</li> </ul>	3			✓
<b>Market Research and Consumer Analytics - (23 credits)</b>					
MRKT 396 Fundamentals of Marketing Research	<ul style="list-style-type: none"> <li>• BA 275</li> <li>• BA 223 or 390 w/ C or better</li> <li>• Junior standing</li> </ul>	4	✓ <sup>e</sup>		✓
MRKT 486 Customer Relationship Management	<ul style="list-style-type: none"> <li>• MRKT 396</li> <li>• Senior standing</li> </ul>	4	✓ <sup>e</sup>		✓
MRKT 491 Qualitative Research Methods	<ul style="list-style-type: none"> <li>• BA 223/390 or MRKT 390 w/C or better</li> <li>• Senior standing</li> </ul>	4		✓ <sup>e</sup>	
MRKT 492 Consumer Behavior	<ul style="list-style-type: none"> <li>• BA 223 or BA 390</li> <li>• Senior standing</li> </ul>	4	✓ <sup>e</sup>		✓ <sup>e</sup>
MRKT 496 Marketing Research Practicum	<ul style="list-style-type: none"> <li>• MRKT 396 w/ C or better</li> <li>• Senior standing</li> </ul>	4		✓	<sup>e</sup>
MRKT 477 Integrated Marketing Analytics Project	<ul style="list-style-type: none"> <li>• BA 474 and BA 475</li> <li>• Senior standing</li> </ul>	3			✓