DCOM 250C : Digital Analytics

Provides an introduction to theory and strategy in data and analytics. Students examine the foundations to optimize their online approach. Students will obtain certifications in Google Analytics, Google Adwords, and Hubspot; these professional certifications can be utilized throughout their profession to solve real-world challenges.

Credits 3
Lab/Practicum/Clinical Hours 0
Lecture Hours 3
Recommended Prerequisites
MATH 251C and DCOM 210C strongly recommended