





# 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 Luxury Approach  
B8655, 3 credits

The Psychology & Economics of Consumer Finance  
B8744, 3 credits

## Related Pathways

Data Analytics and AI

Innovation

Media

Product Management