

Summer 2026

[Request Permission Number](#)

Course Preview Week: May 19 - May 25, 2026

Semester Dates: May 26 - August 07, 2026

DMK 705 Customer Data Analysis and Decisions

**3
Credits**

Covers cross-functional Customer Relationship Management (CRM) data analysis topics including: marketing funnel, brand strategy, personas, building and managing customer lists/data scraping (lead generation), privacy considerations, Salesforce, Hubspot, automation, data analysis, customer segmentation, marketing communications, association rules, sentiment analysis, campaign metrics and strategies, web analytics, key performance indicators (KPI's). (3 credits)

[DMK 705 course syllabus](#)