CERTIFICATE - COMPETITIVE INTELLIGENCE

Competitive intelligence is the systematic and ethical process of collecting and interpreting information about an organization's external environment, including competitors, customers, markets, emerging technologies, industry trends, regulatory developments, and broader economic, political, and social factors. The Certificate in Competitive Intelligence provides students with a foundation in the principles and practices of gathering and analyzing information from diverse sources and transforming that information into actionable insights that support strategic decision-making, organizational planning, innovation, risk management, and competitive advantage. Designed to complement business and non-business fields alike, the certificate prepares students to contribute to data-informed decision-making in a rapidly changing global environment.

Required Courses		
BA 429	Competitive Intelligence	3
MK 338	Marketing Research	3
Choose one of the following		3
IT 110	Data Exploration & Visualization	
IT 220	Introduction to Data Analytics	
Choose two of the following		6
BA 351	Internship	
BA 414	Business Strategy	
BA 425	Marketing Management	
MK 326	Consumer Behavior	
MK 422	Sales and Sales Management	
Total Hours		**15**