

GEOG 325: GEOSCIENCE & BUSINESS INTELLIGENCE

Explores the role of geographic science in business decision making. Applies geoscience tools, such as GIS, data mining, and quantitative visualization techniques to issues like competitive analysis, site selection, customer profiling, sales management, and market segmentation. Students will learn to perform integrated business geo-sci research for client organizations.

Credits: 5

Prerequisites: MATH& 146 and BAS 310 or permission of instructor.

Program: [Geography](#)