



**Carleton**  
University

**Sprott**  
School of Business

## Fall 2024

|                     |                              |
|---------------------|------------------------------|
| <b>Course Code</b>  | BUSI 4201A                   |
| <b>Course Title</b> | MARKETING METRICS            |
| <b>Dates</b>        | SEPTEMBER 4TH - DECEMBER 6TH |
| <b>Instructor</b>   | IRENE LU                     |
| <b>Email</b>        | irene.lu@carleton.ca         |

For a copy of the Course Outline please contact the Course Instructor.

If you have any questions or concerns, please contact. [Info@sprott.carleton.ca](mailto:Info@sprott.carleton.ca)

