Intelligence Degrees, Courses, and Certificates

A wide variety of accredited intelligence-related courses are offered by universities and private organizations. This list references those identified as of January 2015. The contents are initially English language biased.

Several organizations have produced reports concerning the standards that intelligence programs should follow. The International Association for Intelligence Education has created a Standards for Intelligence Education programs. The Association of Former Intelligence Officers has a Guide to the Study of Intelligence.

UNIVERSITIES

Degrees/Majors


The field of intelligence analysis has taken on an increasingly important role in a variety of areas of foreign and domestic security policy. The advent of globalization and the information revolution have made those who can research, analyze, and evaluate information even more important to society. As a result, the program is designed to enable students to develop an understanding of the intelligence process, its effect on policy-making, and the legal and ethical considerations that are involved in the endeavor. With its focus on analyzing information, developing effective communication skills, and understanding other cultures

ESTI, Specialized Masters (France). Strategic Analysis and Economic Intelligence. [http://www.eisti.fr/mastères-spécialisés-ms](http://www.eisti.fr/mastères-spécialisés-ms)


The Master of Science in Security and Intelligence Studies degree program provides the knowledge and skills professionals need to excel in intelligence analysis, operations, military-political studies, law enforcement, corporate security and cyber-intelligence and security. The program combines science and high technology with advanced intelligence and security courses. Students receive advanced instruction in the research skills and analytical methods required by the security and intelligence fields along with the ability to communicate their findings clearly.


The program emphasizes the most important advanced intelligence skills by requiring intelligence management courses, intelligence strategy study, and intelligence analysis writing styles. The Program provides for high-level development of proficiency in intelligence techniques, counterintelligence, collection management, and intelligence briefings.

The Master of Arts in Strategic Intelligence Studies is designed for students who seek careers in the intelligence field, as well as professionals whose agencies or clientele are charged with the acquisition and interpretation of intelligence. This 52 credit hour/two-year degree program features courses in fundamental intelligence disciplines, such as analysis and epistemology, intelligence collection, and deception. The program equips the student with all of the requisite tools and knowledge, required and anticipated, that are necessary for professional success in the field.

James Madison University, Department of Integrated Science and Technology (US). Intelligence Analysis. [http://www.jmu.edu/catalog/13/courses/IA.html](http://www.jmu.edu/catalog/13/courses/IA.html)

Introduction to Global Competitive intelligence: This course will focus on global competitive intelligence (CI): the tools and methods that enhance strategic and tactical decision making in the analysis and interpretation of business data related to current and emerging competitors. The course is team-oriented, project-based and grounded in the relevant legal and ethical context. Also, Hypothesis Testing, Selected Project, Causal Analysis, Conterfactual Reasoning, Strategy Assessment, Knowledge Discovery, Visualization Methods, Cognitive Science, Ethics Law and Intelligence Analysis, Capstone Project.


Success in business depends on understanding both the competition and the business' environment. Students in the Business Competitive Intelligence Major learn research and analysis, combining them with an understanding of business models vital to an organization's strategy and growth. The Mercyhurst Business Competitive Intelligence program prepares students for careers as research analysts for business and industry. The business competitive intelligence analyst will be the person business executives turn to in order to uncover future growth opportunities, to identify advantages over competitors, and to predict industry trends and market demand.
Mercyhurst University, Department of Intelligence Studies (US). Master of Science in Applied Intelligence (online). [http://www.mercyhurst.edu/applied-intelligence-online](http://www.mercyhurst.edu/applied-intelligence-online) [http://www.theridgeschool.org/online-ms-applied-intelligence](http://www.theridgeschool.org/online-ms-applied-intelligence)

The Online Master of Science in Applied Intelligence emphasizes the application of intelligence theory across the disciplines of national security, military, law enforcement, and competitive intelligence. The Mercyhurst program focuses on intelligence as a process, using (primarily unstructured) information from all sources and focused externally, that is designed to reduce the level of uncertainty for a decision-maker. Given this focus, the coursework concentrates on developing deep researching abilities, proficient use of analytic techniques and methodologies, concise analytic writing, and effective briefing. The advancement of these analytic skills, in addition to an appreciation of the theory and history of the intelligence field, produce program graduates capable of leading in the knowledge-centric work environments of the future.

National Intelligence University (US). Bachelor of Science in Intelligence, Master of Science of Strategic Intelligence. [http://www.ni-u.edu/prospective_students/Explore_NIU_Programs.html](http://www.ni-u.edu/prospective_students/Explore_NIU_Programs.html)

BSI degree focuses on core intelligence concepts, issues and methods. This fourth-year program enables students to become a true professional on issues of national-level intelligence and its consumer. The MSSI degree is designed to prepare students for the complexity of intelligence work in the 21st century. The 43-credit curriculum focuses on three main themes: Globalization, Future-focused Intelligence, and Intelligence for National Security.


Robert Morris University (US). Competitive Intelligence Systems Degree (online). [http://www.rmu.edu/Online/AcademicPrograms/MastersPrograms/CompetitiveIntelligenceSystems](http://www.rmu.edu/Online/AcademicPrograms/MastersPrograms/CompetitiveIntelligenceSystems)

The Master of Science (M.S.) in Competitive Intelligence Systems online degree program is designed to educate business and information systems professionals in the concepts, activities and issues related to business intelligence systems. Modern business organizations must leverage the vast quantities of collected information to make effective decisions and achieve a strategic competitive advantage. Competitive intelligence embodies a systematic and ethical program for gathering, analyzing and managing internal and external information that can affect an organization’s plans, decisions, and operations. Graduates of this online program can expect to support data warehousing, data mining, and geographic information systems to aid in marketing research and segmentation, corporate strategic planning, facility location, and product design and distribution.
The intelligence management specialization is designed for early- to mid-career intelligence professionals who want to assume management roles of increasing responsibility within the intelligence community in both private and public settings. Students will learn and have opportunities to apply solid management theories, while also learning to engage in basic intelligence-related research and to interpret intelligence-related data and literature. The curriculum is designed to provide an essential understanding of the entire intelligence community, with an emphasis on leadership, management, and cross-agency collaboration.

Educate and prepare students for entry-level positions in the Intelligence Community. Develop relevant research programs by identifying funding sources, by encourage and assist UM faculty and others in carrying out this research, and disseminate findings to the IC through traditional and innovative channels (e.g., online journal, research wiki, conferences, speakers’ bureau). Conduct outreach efforts by sponsoring a consortium of organizations with an interest in analytical matters and national security (e.g. academic institutions, Intelligence Community training academies).

The Major in Intelligence Analysis: Regional and Global Studies serves its students by developing their critical thinking skills and mindset in preparation for successful careers in the field. It builds the students’ expertise in understanding the nature of various regions of the globe and ultimately how each of those regions plays their respective role in the overarching and unfolding global picture.
Certificates


The online Graduate Certificate in Competitive Intelligence will help students in assessing the application of intelligence studies processes and procedures to the commercial business environment. Courses in this certificate are: threat analysis, counterintelligence, computer crime, and intelligence profiling.

Drexel University, College of Information Science and Technology (US). Competitive Intelligence and Knowledge Management Specialist Certificate. [http://catalog.drexel.edu/graduate/collegeofinformationscienceandtechnology/competitiveintelligencecert/](http://catalog.drexel.edu/graduate/collegeofinformationscienceandtechnology/competitiveintelligencecert/)

The Competitive Intelligence/Knowledge Management Specialist certificate program is designed for professionals already holding a master’s degree from an ALA-accredited program or a graduate degree closely related to this specialization. This specialization focuses on information needs and knowledge management in special library, corporate, and other organizational settings.


Eastern Kentucky University’s Intelligence Studies Certificate prepares you to support the United States’ national security, homeland security, law enforcement or business communities by collecting and analyzing intelligence. The interdisciplinary undergraduate Certificate in Intelligence Studies provides you instruction on the intelligence community, intelligence collection, intelligence analysis and threats facing the United States in the public and private sectors.

Humber (CA). Intelligence Analysis Certificate. [http://lis.humber.ca/LIS/WebCalendar/CE/ProgramOffering.do?name=09741](http://lis.humber.ca/LIS/WebCalendar/CE/ProgramOffering.do?name=09741)

Intelligence gathering casts a much wider net now than at any other time in history. At a time when a pro-active approach is top of the list of goals for organizations we have the opportunity to make better use of our information gathering and data analysis. Raw intelligence is meaningless without analysts to contextualize, relate disparate pieces of information and build meaningful clusters of data. Intelligence analysis helps you to understand the bigger picture and provide insight to decision-makers by providing tactical and strategic intelligence reports. The course will be exciting, engaging and has been designed to help the student maximize their learning with a variety of scenarios that will help them understand how analysis relates to their chosen work environment or career path. You will learn about techniques, tools and the legal aspects of criminal intelligence analysis.
Institute of World Politics (US). **Certificate in Intelligence.** [http://www.iwp.edu/programs/degree/certificate-in-intelligence](http://www.iwp.edu/programs/degree/certificate-in-intelligence)

The Intelligence Certificate provides a comprehensive study of the various issues of intelligence policy, process, epistemology, analysis, and history. Students in the program learn how American political and cultural values affect the role and practice of intelligence in the United States and how intelligence fits into the national strategic context.

Johns Hopkins University (US). **Competitive Intelligence Graduate Certificate.** [http://departments.jhu.edu/competitive-intelligence/](http://departments.jhu.edu/competitive-intelligence/)

Competitive intelligence (CI) is a systematic program for gathering, analyzing, and managing external information that can affect an organization’s plans, decisions, and operations. Basic areas where CI professionals work include market, strategic, product and financial planning; information services; research and development, and counterintelligence. Students in the Competitive Intelligence certificate apply leading-edge decision-making, analytical, and knowledge management techniques, strategies, tools, and methodologies for enhancing organizational intelligence. The “professional of tomorrow” will need to possess these knowledge areas and skill sets to be competitive in the marketplace.


The graduate certificate in Intelligence Analysis is a 15 credit program (five 3-credit courses delivered online) which will provide advanced theoretical and practical framework for the study of intelligence and its application in a wide variety of contexts. The program is designed to provide specialized theoretical foundation and applied skills to function successfully as an analyst. This is accomplished through a rigorous curriculum that includes a core of three courses, which exposes students to the fundamental and advanced concepts and analytic techniques.


The Graduate Certificate of Intelligence prepares you for a career in intelligence. It focuses on establishing a sound theoretical foundation, developing analytical technique and setting intelligence within an appropriate ethical framework.

Competitive intelligence is essential to long-term success in today's business world. Businesses are looking for professionals with an ability to gather information ethically and provide strategic analysis to understand market trends and behaviors, competition, economic changes, global cultural and political conditions, and consumer habits. The certificate program exposes students to economic, communication and market research courses. Applicants must have a bachelor's degree in business, marketing or a related field to enroll in the certificate program.

SKEMA Business School, Centre for Competitive Intelligence (France). Competitive Intelligence and Knowledge Management [http://www.skema.edu/fundraising/competitive-intelligence](http://www.skema.edu/fundraising/competitive-intelligence)

Competitive intelligence and knowledge management allow « raw » information to be transformed into sustainable added value and innovation. Competitive intelligence was once confused with industrial espionage and black operations; however, these misconceptions have now given way to a demand for professional, responsible and ethical CI.


This program is open to all students enrolled at USF, regardless of major. Students pursuing careers in any executive position, whether in business or government, have an opportunity to sharpen their analytical and critical-thinking skills and take advantage of overseas internships in order to prepare for careers in the private sector as well as in the national security agencies of the U.S. Government. Thanks to a grant from the Office of the Director of National Intelligence, USF now offers certificates in national and competitive intelligence at the undergraduate and graduate levels, through the Center for Academic Excellence.


The term geospatial intelligence refers to "the exploitation and analysis of imagery and geospatial information to describe, assess, and visually depict physical features and geographically referenced human activities on the Earth. GEOINT information consists of maps, imagery intelligence, and geospatially-referenced information." The primary use of GEOINT is in military and security operations, but it has application to business locational analysis, environmental monitoring and relevant policy formulation.
Courses


This course offers a selection of theoretical frameworks and online information sources useful for understanding some of the important concerns facing senior managers. Strategic Management is a discipline concerned with helping us to understand the decision making practices of senior managers of corporations as they strive to formulate and implement strategy. The knowledge base of this discipline is broad. Competitive intelligence is a practice concerned with using freely available and legal sources of information to help learn about the activities and organization of corporations and other entities.


Technology intelligence delivers information, insight, and foresight about the competitive environment to drive decisions that can create competitive advantages for your organization. Nearly all decisions about entering a market, developing a product, and taking offensive or defensive competitive actions should include technology intelligence.


This course presents both theoretical and practical coverage of the relationship between knowledge management and competitive intelligence (CI), and builds foundational skills for enhancing intelligence and competitiveness through KM. Topics and issues include KM functions and purposes throughout the intelligence business process, KM practices for key intelligence models, and KM in strategic and tactical intelligence support, as well as tools, ethics, cultures, management and other key considerations. Course content also encompasses protecting an organization’s knowledge assets from vulnerabilities and threats from competition.


This course introduces the process and practice of conducting and using competitive intelligence which is a systematic program for gathering and analyzing information about competitors' activities and business and industry trends to further business goals. The student will learn how to frame competitive intelligence questions, gather the requisite information from domestic and international data sources, and analyze and report on the information for relevant actions by strategic decision makers in the organization.
City University of New York, Queens College, Graduate School of Library and Information Studies (US). Competitive Intelligence LBSCI787. 
http://www.qc.cuny.edu/Academics/Degrees/DSS/gsis/CurrentStudents/Pages/courses.aspx

Introduces the student to the theories, concepts, processes and practices of ethical competitive intelligence; covers the study and use of basic competitive intelligence concepts, practices, techniques, and tools, set within the context of ethical business practice and grounded in critical thinking approaches. Application of concepts, processes, and techniques within related business and information-intensive settings will also be explored.

Dominican University, Library & Information Science (US). Big Data and Competitive Intelligence LS884. 
http://gslis.dom.edu/big-data-competitive-intelligence

Competitive Intelligence (CI) uses legal and ethical means for efficiently discovering, developing and delivering timely, relevant new knowledge about the external environment. This course provides an overview of CI theories and best practices, and introduces the latest big data analytics and visualization techniques to facilitate effective decision making. Areas of studies include: spotting business trends, managing public relations crises, determining quality of research/education, preventing diseases, combating crimes, and more.

Idaho State University (US). Competitive intelligence MKTG 5575. 
http://coursecat.isu.edu/graduate/allcourses/mktg/

How to use competitive intelligence to gain strategic advantage. Includes understanding of information gathering techniques, the conversion of information into intelligence, various analysis methodologies, and intelligence dissemination processes

Indiana University, School of Informatics and Computing (US). Competitive Intelligence for Informatics. 
https://soic.iupui.edu/courses/info-i445/

This course will focus on the basic principles, techniques and methods of competitive analysis, the types of competitive analysis systems and their applications, traditional and new sources of information about competitors and industries, the nature of business information and its lifecycle, the ethical issues of competitive analysis and the application of competitive intelligence to real-world scenarios.

Kent State University (US). Business Intelligence – Competitive Intelligence IAKM 60312. 
http://www.kent.edu/dsci/graduate/electives

An introduction to strategic intelligence consisting of competitive and business intelligence. Strategic intelligence is an art, science and craft. Businesses and governments require effective intelligence programs, processes and tools to track businesses competitors, markets and trends by acquiring, creating, managing and disseminating intelligence knowledge.
McGill University, Information Studies (Canada). *Competitive intelligence.*  

Competitive intelligence process in for-profit and not-for-profit organizations. Principles and tools for identifying competitive intelligence needs; acquiring, organizing and storing information; creating intelligence through analytical techniques; developing and distributing intelligence products. Legal and ethical aspects, information audits, and cooperative intelligence.

New York University, School of Professional Studies (US). *Competitive Intelligence: Breakthrough Strategies for Competitive Advantage (online).*  
[http://www.scps.nyu.edu/content/scps/academics/course_detail.html?id=MKMG1-CE9224](http://www.scps.nyu.edu/content/scps/academics/course_detail.html?id=MKMG1-CE9224)

In unpredictable times, intelligent companies do more than weather economic, domestic, and global market changes—they forecast the future. Competitive marketing intelligence (CMI) is an unsung, yet indispensable, corporate asset for developing new marketing approaches. This course uses practical examples to illustrate the core competencies that spur sustainable organizational success and growth. Learn to think like a CMI professional, monitoring and predicting your competitor’s next move, conducting SWOT analyses, and determining the requirements for establishing and successfully maintaining a vibrant CMI function.

Northeastern University, College of Professional Studies (US). *Competitive Intelligence MKT6040.*  
[http://www.cps.neu.edu/ci.php/courses/detail/MKT6040](http://www.cps.neu.edu/ci.php/courses/detail/MKT6040)

Offers students an opportunity to learn to use competitive intelligence frameworks to help them insure that strategic and operational decisions are grounded in the realities of the market in which the organization operates and how to use technology to gather and analyze intelligence information from public and private databases, securities analysts, regulatory agencies, and customers. Marketers today compete in a volatile environment, with constant change and aggressive rivalry the norms. Anticipating major change and assessing the intentions of competitors is critical.

Rutgers University. School of Communication and Information (US). *Competitive Intelligence.*  

Competitive and strategic intelligence can support various corporate and organizational objectives and functions. Systematic programs for gathering, analyzing, and disseminating information for decision making. Special attention to the information audit; to tailored selection and analysis of information for given user groups; and assessment of quality and value of information services.
Ryerson University, The Chang School (US). *Competitive Intelligence.* [http://ce-online.ryerson.ca/ce/calendar/default.aspx?id=5&section=course&mode=course&ccode=CMKT%20731](http://ce-online.ryerson.ca/ce/calendar/default.aspx?id=5&section=course&mode=course&ccode=CMKT%20731)

This course presents a comprehensive framework for analyzing competition and developing successful marketing strategies. Students develop advanced skills in quantitative and qualitative tools and techniques in order to analyse, predict and understand a company’s relative position, the general market situation, the future of the industry, and the opportunities, threats and environmental forces that may impact the future success of an industry, a company, a product or a service.


Before taking the first step to starting a business, there are questions to consider. What are the characteristics of successful entrepreneurs? What business concepts are viable today? When is the best time to launch a new venture? How can you gain access to capital? Starting a business is a dream you can realize. Take this simple first step to discover whether an owner-managed business could be in your future.

St. Catherine University (US). *Competitive intelligence LIS8840.* [https://minerva.stkate.edu/GRADSyllabi.nsf/9c8f1162e5ee10f08625793f000c8cb6/a358ad83cbfcff9286257a0600732ed1/Body/M2/LIS%208840%20G01%20Su12.pdf](https://minerva.stkate.edu/GRADSyllabi.nsf/9c8f1162e5ee10f08625793f000c8cb6/a358ad83cbfcff9286257a0600732ed1/Body/M2/LIS%208840%20G01%20Su12.pdf)

A study of the functions and activities of corporate competitive intelligence (CI) and analysis. Topics include the intelligence process; key intelligence topics (KlTs); early warning intelligence; intelligence gathering and elicitation; financial, industry, and company analysis; scenario planning and war-gaming; strategy; designing a CI function, legal and ethical considerations, technical CI and professional development.

University of California Irvine, Paul Merage School of Business (US). *Competitive Intelligence 290.* [http://merage.uci.edu/Faculty/AcademicAreas/STR.aspx#Health_Care_Strategy_in_a_Dynamic_Environment](http://merage.uci.edu/Faculty/AcademicAreas/STR.aspx#Health_Care_Strategy_in_a_Dynamic_Environment)

An effective competitive intelligence program (CIP) is a core foundation upon which competitive strategies and execution tactics are developed, assessed and modified. The heart of the course is developing a CIP. The CIP is a continuous process that integrates both formal and informal intelligence gathering processes by which managers in the organization assess, disseminate and use key trends, emerging discontinuities, the evolution of industry structure and the capabilities and behaviors of current and potential competitors to assist in formulating and implementing strategy and tactics. The course focuses on how to design a CIP and produce actionable intelligence based on a framework that provides answers to three critical questions.
University of Denver, Library and Information Science (US). Competitive Intelligence LIS4203. 
https://portfolio.du.edu/mhugger/page/40360

Explores the need for competitive strategies & systems in today's corporate environment. The processes & systems are discussed in the various contexts: product-oriented, customer-oriented, financial, and behavioral. The trends, research, role of the information professional, and methodologies are related to the global environment of business and the change in focus from internal to external information orientation. The use of Internet and web-based strategies and the negative side of competitive intelligence are discussed.

University of Derby (UK). Strategic Marketing and Competitive Intelligence. 
http://www.derby.ac.uk/online/strategic-marketing-and-competitive-intelligence

This module explores the critical role of strategic marketing and competitive intelligence for organisations operating in both domestic and international markets. It explores how market and customer analysis, environmental analysis and competitive intelligence provide the foundation upon which marketing objectives and strategies are developed.

University of Hartford (US). Market and Competitive Intelligence MKT755. 
http://catalog.hartford.edu/preview_course_nopop.php?catoid=11&coid=42533

Regardless of size or industry, companies require a keen awareness of their market environment to gain the competitive edge. Understanding the needs, goals, and objectives of customers, suppliers, and competitors, as well as being able to identify emerging technology developments and political and regulatory issues, is critical for success in today’s dynamic business environment. This course focuses on the tools necessary for companies to effectively collect, process, and analyze these market forces in an ethical manner.

University of Illinois, Graduate School of Library and Information Science (US). Competitive Intelligence and Knowledge Management LIS590. http://www.lis.illinois.edu/academics/courses/catalog

Researchers must be capable of not only identifying and locating relevant information but also synthesizing and communicating their research in various forms of deliverables to clients. The course introduces the basics and practices of Competitive Intelligence (CI) and Knowledge Management (KM), which are widely accepted business practices and techniques. Students will learn various ways to translate their research skills and knowledge in information searching into providing solutions to complex business needs. Students will be introduced to the development and current state of CI and KM in diverse organizational settings.

University of Kentucky, Library and Information Science (US). Competitive Intelligence. 
https://ci.uky.edu/lis/course/638

This course examines competitive intelligence models, functions, and practices; the roles of information professionals in CI, and the management of CI. Discussion and practice topics include: intelligence ethical and legal considerations; identifying intelligence needs; intelligence project management, research methods, analysis, production, and dissemination; the uses of intelligence; intelligence sources and tools; managing the intelligence function; and the evolution of CI.
University of Oklahoma (US). *Competitive Intelligence LIS5553.*

An introduction to competitive intelligence in various contexts, appropriate for non-profit and for-profit environments. Topics will include developing and implementing the competitive intelligence process, accessing and validating sources, information gathering, auditing, and decision making with special emphasis on strategies, systems, and ethics in competitive intelligence.

University of Pittsburgh, Katz Graduate School of Business (US). *Competitive Intelligence BSEO 2525.*
http://www.business.pitt.edu/katz/mba/academics/courses/strategy.php

Competitive intelligence is a process, a product, and, most importantly, a philosophy. An effective competitive intelligence program (CIP) is one of the foundations on which strategies and tactics are built, assessed, and modified. A CIP can be defined as a formalized, yet continuously evolving process by which a management team assesses the evolution of its industry and the capabilities and behavior of its current and potential competitors to assist in maintaining or developing a competitive advantage. This course focuses on how to design a CIP and produce actionable intelligence based on my Intelligence Driven Strategy framework. The methods of intelligence collection, analysis, dissemination, and counterintelligence are framed within a global context.

University of Southern California, School of Pharmacy (US). *Competitive Intelligence.*
http://healthpolicy.usc.edu/Masters-Degrees.aspx

University of Toronto, School of Continuing Studies (Canada). *Essentials of Competitive Intelligence.*
http://2learn.utoronto.ca/uoft/search/publicCourseSearchDetails.do?method=load&courseld=106910

Aimed at optimizing a company’s market opportunities, competitive intelligence (CI) is the process of gathering and analyzing strategic information about competitors and the competitive environment. In this course, you will learn how to: identify CI needs; accumulate, analyze and synthesize different kinds of information; understand your ethical responsibilities with respect to intelligence gathering; and communicate your findings.

Universitat Pompeu Fabra, Barcelona School of Management (Spain). *Competitive Intelligence and Technological Vigilance.*
http://www.barcelonaschoolofmanagement.upf.edu/course-in-competitive-intelligence-and-technological-vigilance-online/study-plan

Utah Valley University, Woodbury School of Business (US) *Competitive Intelligence and analysis MKTG6610.*
http://www.uvu.edu/catalog/current/courses/marketing/

Teaches Competitive Intelligence (CI), the study of processes and techniques leading to business analysis applied to industry and company investigation. Overviews the Competitive Intelligence process including information collection, intelligence analysis, and intelligence process assessment.
Wayne State University, School of Library and Information Science (US). *Competitive Intelligence and Data Mining LS6080*. [http://slis.wayne.edu/profiles/7490.pdf](http://slis.wayne.edu/profiles/7490.pdf)

LIS students will be employed by organizations competing in the Information Age which is characterized by rapid change, voluminous data, and complex dynamics. LIS 7490 introduces the graduate student to the use of social media tools and techniques to advance the use of the organization’s website for communication and information dissemination and focuses on the investigation and creation of analytics to assess website performance.


Introduction to decision-making contexts, processes, tools and techniques of managing competitive intelligence (CI). Contexts addressed include the practical application of CI to ethical, functional organizational, industry-specific, international and technological domains. CI processes covered include planning, data gathering, analysis, dissemination and evaluation.


Steps to effective use of competitive analysis and market intelligence to support your strategic developments and action plans. Understanding your competition is one of the most difficult tasks facing management. Our intensive competitive intelligence program will show you how to analyze every aspect of your competitors' business operations as well as the total market environment. From marketing, sales, manufacturing, service and corporate planning strategies, this course shows managers how to analyze timely objective facts to fuel their strategic decision-making.