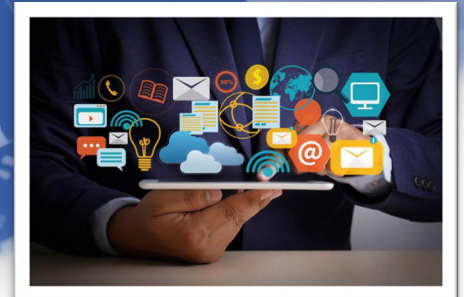
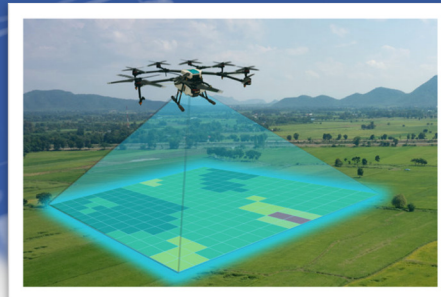


2021 CSUB Digital Marketing and Business Analytics Hackathon

INVITE ALL ELIGIBLE STUDENTS



Welcome to 2021 CSUB Digital Marketing and Business Analytics Student Case Competition! Student participants will have to find the optimal solutions to resolve the real business challenges. There are two tracks available with given real business problems: 1) Digital Marketing Track; 2) Business Analytics Track.

Registration starts from September 14 until 5pm on October 13. Please visit <https://bpa.csub.edu/menus/dmba2021.html> for the information of rules, registration and submissions. For any questions about the digital marketing track, please contact Dr. Zhenning (Jimmy) Xu at zxu3@csub.edu; for any questions about the business analytics track, please contact Dr. Di Wu at dwu2@csub.edu.

ORGANIZING COMMITTEE

Dr. Yong Choi
Dr. Di Wu, CPA, CMA
Dr. Zhenning (Jimmy) Xu

EVENT ORGANIZERS AND SPONSORS



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