

GEOG 4230 – Location Intelligence: Business GIS Concepts & Applications *is a great course to take for anyone interested in geography applications because it develops a broad knowledge of a spectrum of application areas and an ability to use multiple analytical tools.* The emerging term of “location intelligence” in the course title recognizes the multiple application areas for geanalytics that have become well established across the economy in industries ranging from retail, logistics, health, and finance. However, in recent years a range of public sector agencies and departments (like FEMA and TXDOT) and nonprofit organizations (like American Red Cross and American Heart Association) have also begun to understand the direct benefit to be gained from harnessing the power of geographic concepts and analysis. By taking this course, you can add a breadth of understanding and application for organizations of all kinds that increases your career development options.