

# MARKETING ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

<b>Person-in-Charge</b>	Chelsea C. Hammond
<b>Program Code</b>	MKTANL
<b>Campus(es)</b>	World Campus

The Graduate Certificate in Marketing Analytics is a 12-credit online program focused on building a core understanding of key functions in the field of marketing analytics. The program focuses on how marketing analytics are (1) applied within organizations, (2) conducted, and (3) meaningfully communicated and applied to business decision-making and strategy. The curriculum is geared towards college graduates interested in developing skills in marketing analytics functions, but who may have little or no formal training in the field. The certificate is industry applicable, since it is aimed at giving professionals the core knowledge they need to successfully apply marketing analytics in today's data-driven organizations.

**Effective Semester:** Spring 2024

**Ending Semester:** Spring 2029

## Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Exceptions to GCAC-305 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

Along with the submission of the online application and the nonrefundable application fee, the following are required:

- **Statement of Purpose** – Applicants must describe how professional experience and goals align with the Certificate in Marketing Analytics, not to exceed 500 words.
- **Vita or Résumé** – Provide a one- to two-page listing of professional experience and education.
- **Application** – Completion of the Graduate School certificate application.

GRE or GMAT test scores are NOT required.

## Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/>).

[gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/](https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/)).

Code	Title	Credits
<b>Required Courses</b>		
MKTG 811	Driving Business Success with Marketing Analytics	3
MKTG 812	Evaluating Marketing Communications in the Digital World	3
MKTG 813	Data-Driven Customer Acquisition & Retention	3
MKTG 814	Analytics for Brand Management and Customer Experience	3
<b>Total Credits</b>		<b>12</b>

## Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

## Learning Outcomes

1. **Communication Skills:** Students will know how to formulate and articulate results, analysis, and strategic action plans individually and collaboratively in written, oral, or presentation form.
2. **Professional Skills and Problem Solving:** Using relevant tools, analytic theories, and professional observations students will be able to conduct analyses that transform data into meaningful information.
3. **Integrative Understanding:** Using marketing theory, students will understand how to apply data and analytics to brand management, consumer behavior, market profiling, digital communications, and the acquisition and retention of customers.

## Contact

<b>Campus</b>	World Campus
<b>Graduate Program Head</b>	Chelsea C Hammond
<b>Program Contact</b>	Michelle Kristen Rockower mkk114@psu.edu (814) 865-5290
<b>Program Website</b>	View ( <a href="http://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-marketing-analytics-certificate/overview/">http://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-marketing-analytics-certificate/overview/</a> )