

# MARKETING ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

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## 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/>).

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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>