

MARKETING ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

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.