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.