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.