

MARKETING ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Chelsea C. Hammond
Program Code	MKTANL
Campus(es)	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