Graduate Certificate in Marketing Analytics

The Graduate Certificate in Marketing Analytics is focused on the development, implementation, and delivery of data-driven solutions that assist in marketing strategies, tasks, and decisions. The certificate can either be completed as a stand-alone credential or in conjunction with a master's degree.

For those applying to complete the coursework as a stand-alone certificate, a GMAT/GRE score is optional. Applicants must complete the typical application process through the Graduate School and must also provide evidence of basic statistical knowledge, which can be demonstrated by completion of introductory undergraduate, graduate, or online statistics coursework. Contact the College of Business Graduate Programs Office for further information about qualifying coursework. Admitted applicants who have not taken an undergraduate, graduate, or online marketing course will be required to take a marketing course during the first semester of the program unless they have qualifying marketing-related job experience. Due to course sequencing, students begin taking courses in the **fall semester only**.

Requirements

The graduate certificate requires completion of 12 credit hours. See the list below of required courses. The Department of Marketing may approve course substitution if prior equivalence is determined.

MRKTNG 8180	Applied Statistics for Marketing Analytics	3
MRKTNG 8760	Marketing Analytics for Business Decisions	1.5
MRKTNG 8780	Advanced Marketing Analytics	1.5
MRKTNG 8770	Marketing Databases and SQL	3
MRKTNG 8800	R for Marketing Analytics	1.5
MRKTNG 8810	Python for Marketing Analytics	1.5
or MRKTNG 8820	Artificial Intelligence and Machine Learning Applications in Marketing	
Total Credits		**12**

Sample Plan of Study

Fall	CR	Spring	CR
MRKTNG 8180	3	MRKTNG 8770	3
MRKTNG 8760	1.5	MRKTNG 8780	1.5
MRKTNG 8800	1.5	MRKTNG 8810	1.5
	6		**6**

Total Credits: 12

Graduate Programs Office
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