

Certificate in Marketing Analytics

The Certificate in Marketing Analytics is open to students who are working towards a business major or minor. For more information, please visit our website (<https://business.missouri.edu/programs-admissions/undergraduate/minors-and-certificates/marketing-analytics-certificate/>).

Requirements

Students will need to complete 13 credit hours with a cumulative 3.0 GPA in the five required courses, and a cumulative 3.2 GPA in the following three courses: MRKTNG 4900, MRKTNG 4930 (or MANGMT 4610), MRKTNG 4950. Completion of requirements for a BSBA or a minor in business is required.

Required Courses

MRKTNG 4900	Analyzing and Communicating Business Data	3
MRKTNG 4910	Data Analytics and Machine Learning for Business	3
MRKTNG 4920	Data Visualization	1
MRKTNG 4930	Databases for Marketing Decisions	3
MRKTNG 4950	Data-Based Decision-Making in Marketing	3
Total Credits		13