

MARKETING ANALYTICS - GRADUATE CERTIFICATE

The marketing analytics certificate courses comprise the major topics in an advanced business analytics curriculum, providing marketing analytics training for mid-career professionals in business analytics or marketing roles. The courses have been specifically selected in order to teach students core concepts and targeted skills in marketing analytics

Designed for nondegree students including working professionals, our online graduate certificates allow students to enroll part-time and advance at their own pace. Following the same curriculum provided to students on campus, online certificate students participate in coursework both synchronously (scheduled delivery time) and asynchronously (no scheduled delivery time). As students progress through the certificate, they have the option to become graduate degree-seeking, applying their certificate coursework toward a formal MS business analytics degree.

Requirements

Admission Requirements

To be considered for the graduate certificate, applicants must possess an undergraduate degree. Leeds graduate students can apply through the Leeds online application (<https://leeds.apply.colorado.edu/apply/>).

Applicants must provide:

- Statement of purpose (1–2 pages) explaining how the marketing analytics graduate certificate will further their professional and/or personal interests
- Formal transcript from an accredited institution of higher education showing proof of completion of an undergraduate degree
- Current resume
- One letter of recommendation

Courses

Marketing analytics certificate courses are listed below. All courses must be passed with a B grade or better to count towards the certificate.

Code	Title	Credit Hours
MBAX 6330	Market Intelligence	3
MSBX 5310	Customer Analytics	3
MSBX 5320	Digital Advertising	3
MSBX 5410	Fundamentals of Data Analytics	3
Total Credit Hours		12

Plan(s) of Study

Year One

Fall Semester		Credit Hours
MBAX 6330	Market Intelligence	3
Credit Hours		3
Spring Semester		Credit Hours
MSBX 5310	Customer Analytics	3
MSBX 5320	Digital Advertising	3
Credit Hours		6

Summer

MSBX 5410	Fundamentals of Data Analytics	3
Credit Hours		3
Total Credit Hours		12

Program begins with Summer B Session.

Some courses are only offered in specific semesters. New students will work out a plan with an advisor to meet all certificate requirements in their desired timeline.