

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 seeking 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 can choose to take courses synchronously with the live class, or asynchronously at their leisure over the course of the semester. 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

Courses

Marketing analytics certificate courses including the following:

Code	Title	Credit Hours
APRD 6342	Digital Advertising	3
MBAX 6330	Market Intelligence	3
MSBX 5310	Customer Analytics	2-3
APRD 6343	Applications of Advanced Statistical Techniques in Advertising	3

Admission Requirements

To be considered for the graduate certificate, applicants must possess an undergraduate degree. Nondegree students must apply through Continuing Education as nondegree students.

Course Prerequisites

Students applying to the graduate certificate are required to complete two course prerequisites.

The Business Analytics Overview requirement may be fulfilled by any *one* of the following:

- Successful completion of MSBC 5070
- Successful completion of similar coursework at another university
- Other qualifying education and/or work experience, as evaluated by Leeds faculty and admission staff

The R Programming Language requirement may be fulfilled by any *one* of the following:

- Successful completion of MSBX 5410
- Successful completion of similar coursework at another university
- Demonstrated experience and competency with the R Programming language as evaluated by Leeds faculty and admissions staff

Additional Materials

In addition to the prerequisite course requirements above, 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