

ANALYTICS - CERTIFICATE

The Department of Marketing offers a Certificate in Analytics that teaches the fundamental knowledge and tools necessary for a Master's level career in data analytics, including coding skills for the purpose of analyzing, presenting, and using data to make key business decisions.

Program Requirements

Required Courses:

Code	Title	Semester Credit Hours
MKTG 625	Marketing Analytics I	3
MKTG 626	Marketing Analytics II	3
MKTG 630	Marketing Analytics and Consulting	3
MKTG 635	Marketing Analytics and Pricing	3
Total Semester Credit Hours		12