

CERTIFICATE IN MARKETING ANALYTICS

The Certificate in Marketing Analytics provides an overview of digital marketing, marketing strategy, visual analytics, and social media marketing analytics.

This program provides students with a post-baccalaureate knowledge of this area within the marketing and analytics disciplines. Students in the program register as certificate students. Students who are admitted to a master's degree program may apply coursework previously taken in a certificate program toward the requirements for the master's degree.

This certificate is designed for professionals who seek to increase their knowledge and skills in this area of marketing and analytics, as well as earn stackable credentials as part of a degree program.

Curriculum

Code	Title	Credit Hours
MAX 501	Digital Marketing	3
MAX 504	Marketing Strategy	3
MAX 507	Visual Analytics - Data Analytics & Visualization	3
MAX 523	Social Media Marketing Analytics	3
Total Credit Hours		12