

# MARKETING ANALYTICS AND BRAND MANAGEMENT, ADVANCED CERTIFICATE

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The Advanced Certificate in Marketing Analytics and Brand Management is designed to provide marketing professionals and business leaders big data analytical skills for making strategic marketing decisions. The certificate is comprised of a 12-credit curriculum which integrates core elements of database management, marketing research, and marketing decision-making in order to sustain an organization's marketing position. The four courses focus on skills in information management, decision-making frameworks, applied statistics, marketing analytics and advanced marketing strategies. The first three courses may be taken in any order. It is suggested that the capstone course, "Marketing Analytics and Brand Management," be the last course taken in the sequence.

## Program Delivery and Tuition Rate

This certificate program is delivered through online courses and is billed at the MBA rate.

Students may begin this 12-credit certificate in the fall, spring or summer terms. The required courses and suggested enrollment sequence are as follows:

Code	Title	Credits
MGMT 6185	Quantitative Methods for Decision Making	3
MGMT 6155	Strategies for Marketing Research	3
MGMT 6035	Global E-Commerce Strategies	3
MGMT 7030	Marketing Analytics & Brand Management	3
<b>Total Credits</b>		<b>12</b>

Upon successful completion of this program, students should be able to:

- Identify and apply decision making frameworks
- Apply quantitative analysis using big data for marketing decisions and brand management
- Apply concepts in system development life cycle, database technology, design of web-based business presence
- Integrate information systems into business processes and understand the organizational implications of said systems
- Make strategic marketing decisions for global markets