

GRADUATE CERTIFICATE IN MARKETING ANALYTICS

Program Description

The Graduate Certificate in Marketing Analytics provides students with qualitative (e.g., critical thinking, impact/importance filtering, a tolerance for ambiguity, effective communication, and dealing with uncertainty) and quantitative skills (e.g., CRISP-DM, Alteryx, and data visualization) to assess the current marketing environment and to plan and optimize future marketing efforts. It emphasizes qualitative techniques to understand consumer responses and quantitative tools for planning and optimization using marketing mix tactics.

This program is designed to advance students' ability to apply analytical tools in appropriate ways to uncover customer insights that drive innovation.

Students will learn to use marketing tools to answer critical questions about how consumers respond to marketing efforts, how those responses align with expectations, and how they influence purchase, repeat purchase, and recommendation behaviors. Students will be able to apply market segmentation and predictive analytics to guide tactics such as product and service innovation, promotional strategy, distribution decisions, pricing, and customer relationship management. Graduates will be able to integrate these analytical insights to inform and optimize strategic marketing decisions across diverse contexts.

Students will understand key marketing questions and the analytical techniques used to answer them. They will gain powerful, industry-relevant analytical tools and develop mindsets essential for managing ambiguity and uncertainty. Finally, they will learn data visualization techniques that uncover insights and enhance communication.

This certificate is stackable into the Online MBA - Marketing specialization and or the Online Master of Science in Marketing.

Academic Calendar

To view specific dates for the current Academic Calendar, please refer to the current calendar dates on the University Registrar's webpage.

Format

Completion Time – 2-3#semesters

Credits required for Certificate - 12

Students are required to have a computer to support the software requirements of the program in addition to internet access and a webcam.

Fact Sheet/Tuition

The Certificate is a part-time program comprising 12 credits which can be completed in two semesters. Classes are asynchronous and are accessible by web or mobile application. The Certificate can provide a point of entry to the Online Master of Science in Marketing program.

Admissions Requirements

The Online Marketing Analytics certificate curriculum is designed to provide students with the qualitative and quantitative skills to assess the

current state of the marketing situation while also to plan and optimize future marketing efforts through the marketing mix tactics.

Students will understand and apply analytical tools and employ them in appropriate ways to uncover customer insights that drive innovation.

Students will learn to examine how consumers are responding to existing marketing tactics, how they fit with expectations, and the effect of tactics on the customer decision path. Students will learn market segmentation, predictive analytics to examine marketing mix tactics: product/service innovation, promotional activities, distribution decisions, pricing, and customer relationship management.

To be considered for admission to the Online Certificate Programs, applicants must submit a completed online programs application, a 300-word personal statement, professional resume, and an undergrad transcript with numeric GPA. International applicants and those with a transcript from an international university may also need to submit a transcript evaluation and/or an English proficiency examination score as a part of their application.

All students admitted to graduate programs at the Raymond A. Mason School of Business must have a conferred bachelor's degree from an accredited institution prior to matriculation.

For more information, please contact an Admissions Advisor at 877-212-7180 or visit the Online Program Admissions website.

Online Marketing Analytics Certificate Tuition & Fees

Please visit the W&M Student Accounts website for information about Online Certificate tuition and fees.

Code	Title	Hours
BUAD 5407	Marketing	4
BUAD 5217	Analytics for Evaluation	4
BUAD 5247	Analytics for Planning	4
Total Hours		12