

Curriculum: Graduate Certificate in Marketing Analytics

Graduate Certificate in Marketing Analytics Effective September 2013

(15 credits)

Pre Program Foundation Courses (6 credits)

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
GR 521	Managerial Statistics	None
GR 523	Marketing Management	None

Required Marketing Courses (9 credits)

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
MK 612	Strategic Marketing	GR523 or Co-Req with Instructor Permission
MK 711	Marketing Research and Analysis	Pre or Co-Req: GR521 and GR523
MK 726	Customer Data Analysis and Relationship Marketing	Pre or Co-Req: GR523

Required Quantitative Course (3 credits)

Select one of the following courses.

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
ST 625 or ST 635	Quantitative Analysis for Business Intermediate Statistical Modeling for Business	GR521 ST625

Required Marketing Elective (3 credits)

Select one of the following courses.

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
MK 712	Consumer and Buyer Behavior	GR523
MK 713	Marketing Promotion and Communication	GR523
MK 715	New Products: Planning, Development, and Marketing	GR523
MK 716	International Marketing	GR523
MK 718	Marketing of Services	GR523
MK 725	E-Marketing	GR523
MK 735	Marketing Corporate Immersion (Formerly Start-Up Marketing in the New Economy)	GR523; not open to Emerging Leaders and students who took GR735 and/or MK755A
MK 758	Enhancing Creativity	None

ADVISING GUIDANCE

- All course work must be completed within five years.
- All course prerequisites must be satisfied. Please note that the stated prerequisites of a course may also have a prerequisite that must be satisfied.
- GR500 and GR600 level courses are designated on the course schedule as “D” or “P”. The “D” section is reserved for students whose primary degree is Full-Time MBA/ELMBA/MSMBA and the “P” sections are reserved for all other MS and Part-Time/Professional MBA students.