

Marketing Analytics, Graduate Certificate

Northeastern University D'Amore-McKim School of Business' Graduate Certificate in Marketing Analytics (https://damore-mckim.northeastern.edu/programs/marketing-analytics-certificate/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=gcm) empowers students with the skills they need to turn data into smart marketing strategies.

In just four courses—with the option to take a fifth course to further their learning—students focus on the role of data and technology in a modern marketing strategy, from customer relationship management to performance measurement. They develop analytical, computational, and strategic thinking skills that will help them link the insights they generate to the marketing results they want.

Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

Complete all courses and requirements listed below unless otherwise indicated.

Core Requirements

Code	Title	Hours
MKTG 6200	Creating and Sustaining Customer Markets	3
MKTG 6234	Marketing Analytics	3

Electives

Code	Title	Hours
In consultation with advisor, complete 6 graduate-level semester hours from the following for which prerequisites have been met:		6
MKTG 6210	Marketing Research	
MKTG 6216	Market Focused Strategy	
MKTG 6222	Digital Marketing	
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	

Program Credit/GPA Requirements

12 total semester hours required; may take a maximum of 15 semester hours

Minimum 3.000 GPA required