

# MARKETING ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

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## Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

| Code                    | Title                                                    | Credits   |
|-------------------------|----------------------------------------------------------|-----------|
| <b>Required Courses</b> |                                                          |           |
| MKTG 811                | Driving Business Success with Marketing Analytics        | 3         |
| MKTG 812                | Evaluating Marketing Communications in the Digital World | 3         |
| MKTG 813                | Data-Driven Customer Acquisition & Retention             | 3         |
| MKTG 814                | Analytics for Brand Management and Customer Experience   | 3         |
| <b>Total Credits</b>    |                                                          | <b>12</b> |