

MARKETING RESEARCH AND ANALYTICS, UNIVERSITY CERTIFICATE

The Certificate in Marketing Research and Analytics is offered for all students who need to increase their research and analytical skills in their field of study in the context of problems that firms face. The growth in technology has allowed for firms to capture more information than ever, and as such the need for strong marketing research and analytical skills is one of the fastest growing jobs in industry. The Certificate is designed to provide training in digital marketing, marketing research process, marketing research methodology with particular emphasis on both qualitative and quantitative analysis techniques including multivariate data analysis, qualitative research, and experimental design.

Furthermore, students will be involved in the research process with hands-on projects and gain valuable digital and research experience that will prepare them to address the needs of businesses and organizations across all industries. Students must earn at least 6 of the 12 hours required for the certificate in residence at ECU and earn a "C" or better in all courses comprising the certificate.

Program Requirements

CIP Code: 52.1401

Code	Title	Hours
Required Courses		
BUS 305 or MKT 301	Essentials of Marketing Principles of Marketing (NB)	3
MKT 555	Marketing Research and Analysis	3
CIS 430 or MKT 401 or MKT 556	Business Data Mining Digital Marketing Qualitative Research in Marketing	3
MKT 457	Experimental Design for Marketing	3
Total Hours		12