

UNDERGRADUATE CERTIFICATE IN MARKETING ANALYTICS



Robert J. Trulaske, Sr.
College of Business
University of Missouri



Preparing students
for an exciting

CAREER IN MARKETING ANALYTICS

with state-of-the-art
training

The demand for graduates with analytical skills in marketing is extremely high. The Undergraduate Certificate in Marketing Analytics enables students to acquire data analysis and data management skills and help them apply those skills to solve marketing problems. This certificate program is ideal for students who enjoy working with numbers and love learning new software skills for business. Students who finish the 13 credit-hour curriculum earn the certificate upon completion of their bachelor's degree, providing employers with strong evidence that they have cutting-edge skills to excel in an analytics career.

CAREER AS A MARKETING ANALYST

- Convert complex data findings into text, tables, and graphs for effective visualization
- Buyer behavior, market and customer data analysis using statistics programs to:
 - Understand the business problem
 - Assess what marketing actions may be needed
- Predictive modeling to forecast what might happen in the future
- Analysis of marketing-related databases, including big data
- Extract marketing-relevant information from databases and communicate that to decision makers in a meaningful way
- Optimization techniques to suggest the best course of action



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MARKETING ANALYTICS

- A minimum 3.2 GPA is required in the following three courses: MRKTNG 4900, MRKTNG 4930 (or MANGMT 4610) AND MRKTNG 4950. A minimum 3.0 cumulative GPA is required for all five courses.
- Must complete requirements for a BSBA or a minor in Business at the University of Missouri

REQUIRED COURSEWORK (13 CREDIT HOURS)

MRKTNG 4900

3 credit hours
(fall and spring
semesters)

**Analyzing and
Communicating
Business Data**

Analysis of marketing data with basic statistical techniques. Students learn when and how to use statistical techniques to solve marketing problems and how to effectively communicate the results to managers. Pre-requisite: ACCTCY 2258, MRKTNG 3000, & STAT 2500

MRKTNG 4910

3 credit hours
(fall semester)

**Data Analytics and
Machine Learning for
Business**

Introduction to artificial intelligence and machine learning applications in business. Students will work with analytical tools and models and learn to derive actionable insight from using these tools. Pre-requisite: ACCTCY 2258, MRKTNG 3000, & STAT 2500.

MRKTNG 4920

1 credit hour
(fall and spring
semesters)

Data Visualization

An introduction to data visualization. Students will learn the principles of effective visual representation of data and how to effectively prepare data visualizations using the Tableau platform. Pre-requisite: ACCTCY 2258

MRKTNG 4930

3 credit hours
(fall semester)

**Databases for
Marketing Decisions**

Overview of database management techniques to solve marketing problems. The course will cover domains such as market share analysis, customer relationship management, brand and store positioning, and market and product sales forecasting. Pre-requisite: ACCTCY 2258, MRKTNG 3000, & STAT 2500. MANGMT 4610 may be substituted for MRKTNG 4930.

MRKTNG 4950

3 credit hours
(spring semester)

**Data-Based
Decision-Making
in Marketing**

A systematic approach that builds analytical skills through lectures, cloud-based software, and business case studies. Emphasis is on a hands-on approach to address problems in market segmentation, targeting, pricing, and resource allocation. Helps assess the financial impact of marketing expenditures drawing on data visualization to effectively present the analysis. Pre-requisite: ACCTCY 2258, MRKTNG 3000, & STAT 2500.

*There is no specific internship requirement associated with this certificate. However, all Trulaske College of Business students completing a BSBA must meet the BA 4500 internship requirement.