

CERTIFICATE IN MARKET RESEARCH AND DATA ANALYTICS

This certificate provides students with a comprehensive view of the tools that marketing managers use to understand markets and evaluate their marketing efforts. Gain valuable insight into the traditional qualitative and quantitative research methods used to collect primary data, as well as the advanced analytic techniques used by marketers to transform secondary data into decision-making information. Access to data gathered through digital marketing efforts is central to the analytical methods used by marketing managers.

Learning Objectives

Students will:

1. Learn the tools marketing managers use to understand markets, and evaluate their marketing efforts.
2. Learn the traditional qualitative and quantitative research methods used in collecting primary data.
3. Understand advanced analytic techniques used by marketers to transform secondary data into decision making information.
4. Analyze how to access data gathered through digital marketing efforts.
5. Gain experience with social media, website management, content marketing, web analytics and search engine optimization.