

# Robert J. Trulaske, Sr. College of Business

## Application for Undergraduate Certificate in Marketing Analytics

<b>First Name:</b>	<b>Last Name:</b>
<b>Student Number:</b>	<b>Phone Number:</b>
<b>Email:</b>	<b>Expected Graduation Date:</b>
<b>Today's Date:</b>	<b>Major:</b>

\*Be sure that you qualify for the Undergraduate Certificate in Marketing Analytics\*

\* The Certificate in Marketing Analytics is available to undergraduate students majoring in business or obtaining a minor in business at the University of Missouri.

\* A student must complete **13 hours of coursework with an overall GPA of 3.0, and a 3.2 GPA in the following three courses: MRKTNG 4900, MRKTNG 4930 (or MANGMT 4610), and MRKTNG 4950.** The Certificate is awarded in the semester a student graduates once grades are finalized. It will be reflected on the official transcript.

\* For MRKTNG 4900, 4910, 4930 and 4950, the **pre-requisites are ACCTCY 2258, STAT 2500 AND MRKTNG 3000.** Also, **STAT 3500 is a pre-requisite or co-requisite. ACCTCY 2258 is a pre-requisite for MRKTNG 4920.**

<b>REQUIRED COURSEWORK (13 CREDIT HOURS)</b>	<b>SEMESTER &amp; YEAR COMPLETED</b>
<u>MRKTNG 4900 Analyzing and Communicating Business Data</u> <i>*3 credit hours*</i> (Spring Semester)	
<u>MRKTNG 4910 Data Analytics and Machine Learning for Business</u> <i>*3 credit hours*</i> (Fall Semester)	
<u>MRKTNG 4920 Data Visualization</u> <i>*1 credit hour*</i> (Fall and Spring Semesters)	
<u>MRKTNG 4930 Databases for Marketing Decisions</u> <i>*3 credit hours*</i> (Fall Semester) <b>OR</b> <u>MANGMT 4610 Database Management</u> <i>*3 credit hours*</i> (Spring Semester)	
<u>MRKTNG 4950 Data-Based Decision-Making in Marketing</u> <i>*3 credit hours*</i> (Spring Semester)	

\*Please come by 402 Cornell Hall to fill out an application or email at [marketinganalytics@missouri.edu](mailto:marketinganalytics@missouri.edu)