

Marketing Analytics Certificate

Today's companies are often "data rich and information poor." This is especially true of databases that can inform marketing strategies, tasks, and decisions. The goal of the new Marketing Analytics Certification is to provide Crosby MBA students with predictive data-modeling and data-mining tools that will enable them to exploit databases relevant to marketing decisions.



Marketing Databases

- Databases that are relevant to the marketing function involve many different units of analysis, e.g.:
 - Customers (current and prospective)
 - Transactions
 - Sales agents/distributors
 - Sales territories/accounts
 - Retail stores
 - Products (i.e., SKUs)

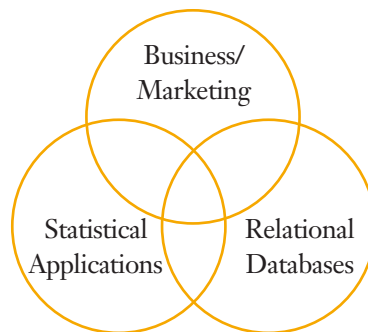
Role of Marketing Analytics

- Data-driven solutions in areas such as:
 - Customer acquisition/retention/recapture
 - Customer classification, segmentation, and profiling
 - Customer relationship management (CRM)
 - Customer lifetime value analysis
 - Category management
 - Market basket analysis
 - Media allocation decisions
 - Pricing
 - Sales forecasting
 - Targeting, cross-selling, and up-selling
 - Fraud detection

Program Objective

To help students acquire the knowledge and skills needed for positions in the fast-growing area of marketing analytics. The curriculum focuses on the development, implementation, and delivery of data-driven analytical solutions that assist in marketing strategies, tasks, and decisions.

Certification Curriculum



Prospective Employers

- Financial services firms
- Internet marketers
- Chain stores
- Catalog marketers
- Airlines, telecom, utilities
- All firms with customer loyalty programs
- Consumer product goods
- Pharmaceuticals, health care
- Charities and other non-profits
- Analytics service providers
- Market research and business consulting firms

Curriculum Details

- 15 credit hours of MBA courses
 - 12 credit hours of required courses
 - 3 credit hours of electives
- Courses also count towards MBA degree requirements.
- SAS Base Programming certification
A minimum GPA of 3.3 must be earned in the four required Marketing Analytics courses.

Required Courses (12 credit hours)

- MKTG 8280 Research for Marketing Decisions (3)
- MKTG 8680 Database Marketing (3)
- MKTG 8770 Marketing Databases & SQL (3)
- MKTG 8780 Advanced Marketing Analytics (3)

Elective Courses (3 credit hours)

- MKTG 8060 Competitive Marketing Strategy (1.5)
- MKTG 8070 Marketing Business Models (1.5)
- MKTG 8760 Marketing Engineering (3)
- MGMT 8410 Decision Making and Risk (1.5)
- MGMT 8420 Decision Support Systems (3)