

Marketing Analytics

UW-Green Bay marketing analytics certificate program is designed to provide individuals with the skills and knowledge necessary to analyze marketing data and make informed decisions. The program covers topics such as data science techniques, statistical methods, marketing research, social media and digital marketing analytics.

Upon completion of the program, graduates will be able to apply their skills to a variety of industries, including social media analytics, data driven advising, market research, and digital marketing.

UW-Green Bay's marketing analytics certificate is a valuable investment for learners seeking to advance their careers in marketing or data analysis. It provides them with the skills and knowledges necessary to make data-driven decisions and stay competitive in today's rapidly evolving business landscape.

Certificate Program

Code	Title	Credits
Required courses:		15
BUSAN 370	Data Science for Managers	
MKTG 322	Principles of Marketing	
MKTG 345	Digital Marketing	
MKTG 424	Research Methods	
MKTG 447	Social Media Marketing and Analytics	
Total Credits		15