



# MARKETING ANALYTICS (CERTIFICATE)

The online Marketing Analytics, Graduate Certificate is designed for sales and marketing professionals who would like to use marketing-specific data-analytic tools in their decision making.

## Description

The Marketing Analytics graduate certificate will provide students with the necessary skills and tools to manage effective sales and marketing programs in numerous industries, including business-to-business, consumer packaged goods, entertainment, pharmaceutical, retail, services, and sports marketing. The courses for this 12-credit-hour certificate program help prospective students understand the cutting-edge analytic tools and techniques useful for areas such as sales forecasting, key-account management, predictive modeling, consumer segmentation, micro-targeting, consumer choice modeling, and data mining.

## Program-Related Information

### Graduate Chair

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### Support Staff

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## Program Website

<https://go.unl.edu/marketinganalyticscertificate> (<https://go.unl.edu/marketinganalyticscertificate/>)

## Applying for Admission

### Standard requirements for all graduate programs

- Application for Admission with \$50 non-refundable application fee (<https://graduate.unl.edu/admissions/requirements/#appfee>).
- Transcripts (<https://graduate.unl.edu/admissions/requirements/#transcripts>) (unofficial): Uploaded as part of application form.

If International: Uploads must include all college- or university-level transcripts or mark sheets (records of courses and marks earned), with certificates, diplomas, and degrees plus certified English translations.

After admission: Official documents are required from all students who are admitted and enroll. Photocopies of certified records are not acceptable. International students enrolled in other U.S. institutions may have certified copies of all foreign records sent directly to the Office of Graduate Studies by their current school's registrar office.

- If applicant's native language is not English, verification of English proficiency (<https://graduate.unl.edu/admissions/english-proficiency/>) is required.

When sending TOEFL scores, our institution code is 6877 and a department code is not needed.

- If applicant is not a US citizen and expects an F or J visa: financial information (<https://graduate.unl.edu/prospective/international/financial/>).
- Applicants must also fulfill any additional requirements the department specifies at the time of application.

### Additional requirements specific to this program

- Resume
- Personal Statement: Letter of interest.
- Recommenders/References: Name three references. No recommendation letters are needed; these references will be contacted only if the committee deems it necessary.

*Certificate programs are not considered degree programs, additionally, coursework for this program is delivered primarily online, so international students should be aware that admission to this program is ineligible for immigration forms for an F-1 student visa.*

### Admission Application Deadlines

Because we review applications on a continual basis, you can start earning the certificate when it works best for you, whether that's spring, fall, or summer.

- Fall Semester: July 1
- Spring Semester: November 1
- Summer Session: April 1

## Requirements

Complete 12 credits hours as listed below:

Required Courses (6 credit)		6
GRBA 813	Managerial Marketing	3
GRBA 851	Business Analytics	3
Electives (6 credits)		6
MRKT 821	Customer Analytics and AI	3
MRKT 824		3
MRKT 845	Digital Marketing Analytics	3
MRKT 850	Data-Driven Decision Making	3