

MARKETING ANALYTICS UNDERGRADUATE ACADEMIC CERTIFICATE

The Marketing Analytics certificate allows students to apply statistical tools to examine marketing decisions. Completion of the certificate will allow students to apply quantitative analytical skills to assess and solve marketing problems and provide strategic recommendations.

All required coursework must be completed with a grade of C or better (O-10-a (<https://catalog.uidaho.edu/general-requirements-academic-procedures/o-miscellaneous/>)).

Code	Title	Hours
MKTG 321	Marketing	3
MKTG 421	Marketing Research & Analysis	3
MKTG 431	Marketing Analytics	3
STAT 451 or STAT 301	Probability Theory Probability and Statistics	3
Total Hours		12

Courses to total 12 credits for this certificate.

1. Students will determine the appropriate level, scope, and depth of information required for decision-making.
2. Students will apply quantitative analytical skills to assess and solve marketing problems/opportunities.
3. Students will prepare and analyze data, report the research results, and provide strategic marketing recommendations.