

DEMAND MARKETING CERTIFICATE

Program Description

Most organizations today have a huge opportunity. They possess a lot of data about their businesses. Almost all organizations continuously generate large amounts of information about their customers, such as how they respond to advertising prices and promotional offers, whether they repeatedly purchase the product or service, and whether they are loyal to the brand.

From customer preference measurement and product positioning, to attribution and marketing mix modeling, the courses in this program will help you harness the power of data to optimize marketing spend, improve your bottom line, and make better business decisions. You will begin with the basics of statistical programming by developing skills in R that will guide your data analysis in subsequent courses. You'll then have the opportunity to examine major marketing functions where data is used to make decisions that enhance revenues and profits. Throughout the program, you will gain access to specific tools and methods that address business problems using data, positioning you for success in this rapidly evolving field.

For the best experience in this program, it is recommended to take these courses in the order in which they appear. This certificate program requires a basic understanding of statistics and Excel. If you have no experience in the statistical programming language R, please start your series with "Exploring Data Sets With R," where basic R skills will be covered.

Key Takeaways

- Optimize spend in paid search advertising
- Measure advertising effectiveness and efficiency using the scientific method
- Make budget allocation decisions by attributing sales outcomes to specific marketing channels
- Use conjoint analysis to measure and interpret consumer preferences
- Analyze data using R
- Develop marketing mix models

What You'll Earn

- Demand Marketing Certificate from Cornell's Johnson Graduate School of Management, SC Johnson College of Business
- 46 Professional Development Hours (4.6 CEUs)

Who Should Enroll

- Marketing professionals
- Business analysts
- Managers using data insights to make business decisions

Total Investment

- 2 months with 3-8 hours of study per week

How To Enroll

For more information on how to enroll, please visit Demand Marketing Certificate (<https://ecornell.cornell.edu/certificates/marketing/demand-marketing/>).

Courses

Code	Title	Hours
eCornell LSM515	Understanding the Digital Marketing Landscape and the Customer Funnel	0
eCornell LSM516	Assessing Opportunities in Paid Digital Media	0
eCornell LSM517	Assessing Opportunities in Owned Digital Media	0
eCornell LSM518	Implementing an Integrated Digital Marketing Plan	0