MARKETING ANALYTICS CERTIFICATE

Program Description

Today's organizations have oceans of data available to them—and those that can translate it into meaningful business insights can gain competitive advantage. This certificate program teaches you the essential methods of marketing research using data, as well as the analytical tools to measure the effectiveness and efficiency of your digital advertising campaigns. You'll learn to ask the right questions and determine the most relevant data for improving sales, market share, and margins.

From market response models, customer preference measurement and product positioning, to customer lifetime value, the six two-week courses in this program cover a variety of topics that will help you harness the power of data to improve your bottom line.

You'll need an understanding of foundational statistics and Excel analysis before starting your first course.

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
- Articulate a strategic rationale for customer segmentation and how segmentation fits into the process of developing marketing strategy
- Articulate potential uses of factor analysis
- Interpret a scoring model to make strategic decisions about potential customers and target segments
- Examine data related to customer lifetime value
- Develop market response models

What You'll Earn

- Marketing Analytics Certificate from Cornell Johnson Graduate School of Management
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- Marketing managers
- Product managers
- Analysts

Total Investment

- 3 months to complete all the courses

How to Enroll

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

Courses

Code	Title	Hours
eCornell LSM553	Using Data for Positioning Brands	0