



College of Business
2022-2023

Marketing Research & Analytics

University Certificate

The Certificate in Marketing Research and Analytics is offered for all undergraduate students who need to increase their research and analytical skills in their field of study in the context of problems that firms face. The growth in technology has allowed for firms to capture more information than ever, and as such the need for strong marketing research and analytical skills is one of the fastest growing jobs in industry. The Certificate is designed to provide training in digital marketing, marketing research process, marketing research methodology with particular emphasis on both qualitative and quantitative analysis techniques including multivariate data analysis, qualitative research, and experimental design.

Furthermore, students will be involved in the research process with hands-on projects and gain valuable digital and research experience that will prepare them to address the needs of businesses and organizations across all industries.

Students must earn at least 6 of the 12 hours required for the certificate in residence at EKU and must earn a "C" or better in all courses comprising the certificate.

Marketing Research & Analytics Certificate: 12 hours required

BUS 305 or MKT 301: Essentials of Marketing
MKT 455: Marketing Research & Analytics
MKT 457: Experimental Design for Marketing
CIS 430 or MKT 401 or 456

For More Information

214 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102

<https://business.eku.edu/>

<https://business.eku.edu/marketing-marketing-research-analytics-music-marketing-concentrations>

Note:

EKU University-Awarded Certificate: University certificates are issued by the University and printed on diploma stock. University certificates are automatically recorded on student transcripts. Students who complete a university certificate must apply for graduation at the dean's office of the college offering the university certificate and pay applicable fees to cover certificate processing and mailing costs. University certificates are not awarded at the Commencement ceremony and certificate-only earners do not participate in Commencement.