

# Certificate in Marketing Research & Analytics

For any  
undergraduate  
major!

*For more information contact:*

College of Business

Business & Technology Center

Room 108

(859) 622-1377

Compliment your  
degree in any field—  
business, psychology,  
education, computer  
science, and more!

Earn a  
**12-hour certificate by  
completing the following:**

- ◆ BUS 305: Essentials of Marketing  
OR MKT 301 Principles of Marketing (*Non-  
Business  
Majors*)
- ◆ MKT 455: Marketing Research and Analytics
- ◆ MKT 456: Qualitative Research in  
Marketing
- ◆ MKT 457: Experimental Design for  
Marketing