

# Certificate in Marketing Research & Analytics

For any  
undergraduate  
major!

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

**Earn a  
12-hour certificate by  
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- ◆ MKT 300: Principles 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

*For more information contact:*

**The Department of Management, Marketing,  
& International Business**

**Business & Technology Center**

**Room 011**

**(859) 622-1377**

**<http://www.management.eku.edu/>**