

Graduate Programs in Marketing Analytics

PennState World Campus

A world of possibilities. Online.

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"Students in the marketing analytics graduate program will have an opportunity to learn from faculty with leading-edge expertise in marketing analytics. In this program, we expose students to real-world, data-driven marketing challenges. Students are encouraged to use their own work experiences and the analytical tools they learn throughout the program to solve these challenges. Upon graduation, students should possess a highly sought-after skill set, which can give them an opportunity to be successful in the marketplace."

— Dr. J. Andrew Petersen
Marketing Analytics and Insights Director,
Associate Professor of Marketing
Penn State Smeal College of Business

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of Business

Online Graduate Programs in Marketing Analytics

Today's marketers operate in a fast-moving environment inundated with challenges at every turn. In this landscape, success isn't just about access to data, it's about knowing how to harness and leverage it. To be competitive, high-performing marketers must clearly identify information needs, select the right data, and transform it into highly targeted, actionable insights. Marketers who master this aren't just keeping pace; they're leading the way by connecting with customers in more meaningful ways, sparking innovation, and shaping the future of their brands.

Penn State's graduate programs in marketing analytics, offered online through Penn State World Campus in partnership with the internationally ranked Smeal College of Business, help students build a contemporary skill set to advance their expertise in B2C and B2B marketing applications.

The Master's in Marketing Analytics and Insights, along with the integrated Graduate Certificates in Business-to-Business Marketing and Marketing Analytics, are specialized programs that help you focus and deepen your knowledge in the areas of digital marketing communications, customer experience, new product development, and brand management. Better yet, our flexible, online format allows you to complete the programs on a part-time basis while you continue to work.



Master's in Marketing Analytics and Insights

The 30-credit Master's in Marketing Analytics and Insights can provide you with theoretical foundations, analytical tools, and critical thinking skills to efficiently apply data to make strategically sound marketing decisions.

To ensure you gain a relevant skill set, you will be challenged to use real data sets to solve critical marketing challenges in the areas of customer acquisition and retention, brand management, digital marketing communication, market evaluation, and customer experience management.

Core Courses (24 credits)

Ethical Leadership
Enhances students' ability to deal with the complexities of ethical and responsible decision-making in today's dynamic business environment by clarifying and applying personal values.

Marketing in a Global Environment
Examines strategic issues in global marketing, including opportunity analysis, planning, and implementation.

Marketing Analytics
Addresses the use of data and analytics for marketing decision-making by providing students with skills to translate conceptual understanding into specific operational plans.

Driving Business Success with Marketing Analytics
Focuses on the principles of applied marketing analytics, including marketing data sources, data quality, software, and fundamentals of statistics. Special focus on translating data into meaningful business insights and strategy.

Evaluating Marketing Communications in the Digital World
Provides an introduction to data analytics for evaluating digital marketing communication, including assessment of mobile, website, and online shopper experiences; evaluation of digital campaigns, social media monitoring, and media mix modeling.

Data-Driven Customer Acquisition and Retention
Covers data analytics to strategically drive targeting, acquiring, developing relationships with, and retaining customers.

Analytics for Brand Management and Customer Experience
Emphasizes analytics for key marketing challenges, including brand positioning and differentiation, pricing and product strategy, brand equity, and customer satisfaction.

Marketing Data Integration to Create Consumer Insights — Capstone

Explores methods for integrating and visualizing marketing-related data from disparate sources, such as industry data, CRM and sales data, Google Analytics, social media, and consumer surveys.

Choose Your Electives (6 credits)

In addition to the core curriculum, students may select two elective courses that focus on complementary disciplines such as business analytics, supply chain management, corporate innovation, strategic management, and more. Please contact the program office at **mktgan@smeal.psu.edu** to request the most current list of elective courses.

Start Applying New, Career-Ready Skills

As a student, you can learn to use analytics tools to:

- design and implement a results-oriented digital or traditional marketing campaign
- maximize campaign effectiveness by determining ideal frequency and timing of communications as well as the types of promotions most likely to generate response
- measure social media influence and its impact on your brand
- calculate brand valuation and effectively communicate it to stakeholders
- assess ecommerce trends and customer preferences
- determine customer lifetime value and churn while improving retention

Who Should Apply

This program is ideal for early- to mid-career professionals with at least two years of work experience in a marketing or business-related job. Students are not expected to be experts in data science prior to enrolling.

Entrepreneurs who aspire to take new products to market and STEM consultants who seek to analyze and solve customer problems may also find this program beneficial.

Graduate Certificate in Business-to-Business Marketing

The online Graduate Certificate in Business-to-Business Marketing focuses on preparing students for marketing jobs in business markets (industrial firms, manufacturing, B2B services) that make up more than half of the economy. Three courses provide students an understanding of B2B-specific value creation and delivery, marketing strategy, and new product development. As a student in the graduate certificate in B2B marketing, you'll have the unique opportunity to work closely with world-class experts, from both B2B marketing academics and B2B marketing practices, associated with the Institute for the Study of Business Markets (ISBM).

This 9-credit program includes the following three courses:

- Business-to-Business Marketing Analytics
- New Product Development and Management
- Business-to-Business Marketing Strategy

You may pursue the certificate as a stand-alone credential or use it to step up into the master's degree. Two certificate courses count as electives in the degree. A separate application and acceptance are required for each program.

Graduate Certificate in Marketing Analytics

The online Graduate Certificate in Marketing Analytics is designed to provide students with the core marketing analytics knowledge needed to influence marketing strategy and decision-making in today's data-driven business environment.

This 12-credit program includes the following four courses from the Master's in Marketing Analytics and Insights:

- Driving Business Success with Marketing Analytics
- Evaluating Marketing Communications in the Digital World
- Data-Driven Customer Acquisition and Retention
- Analytics for Brand Management and Customer Experience

You may pursue the certificate as a stand-alone credential or use it to step up into the master's degree. All four certificate courses are embedded into the master's curriculum. A separate application and acceptance are required for each program.

Why Marketing Analytics at Penn State?

Breadth of Program
The master's degree program is comprehensive — covering a wide range of analytics-related topics, including digital marketing analytics, customer analytics, and brand analytics. You'll be better prepared to tackle a wide range of marketing challenges.

Multiple Credentials, One Path
Our integrative curriculum allows you to earn multiple respected credentials while pursuing graduate studies.

Experiential Learning
The program delivers core business knowledge through high-impact experiential learning and team-based projects focused on real-world data sets and business cases.

World-Class Faculty
You will take classes from Smeal's accomplished faculty — experts who research and understand best practices in the fields of marketing management, marketing analytics, and business ethics.

Learning Outcomes for These Programs

Build an Analytics Tool Kit
Gain the ability to identify and utilize the appropriate marketing analytics tools to gather, integrate, visualize, and analyze data.

Application of Data-Driven Marketing Cases
Learn how to ask the right marketing questions, find the right data, use the right tools to analyze that data, and glean valuable insights related to digital marketing analytics, customer analytics, and brand analytics.

Expansion on a Global Scale
Analyze, plan, and implement strategic marketing opportunities in a global environment. Includes a special emphasis on market assessment and measurement; analysis of consumer and business markets and buyer behavior; pricing and distribution strategies; and market segmentation, target marketing, and positioning strategy.

Ethical Implications of Managerial Decisions
Gain principled approaches to leadership, valuing others' perspectives, and acting with integrity.

About the Penn State Smeal College of Business

For more than 70 years, the Smeal College of Business has prepared students for career success. Smeal graduates are leaders in strategic marketing, product development, data analytics, and business strategy and intelligence. Our reputation is based on the achievements of more than 96,000 graduates across the globe.

The Smeal College of Business is AACSB–accredited, an honor reserved for the top 5% of business schools worldwide. Smeal is also home to the Farrell Center for Corporate Innovation and Entrepreneurship, a research center whose mission is to contribute to the best in academic research and programs in the fields of entrepreneurship and innovation.

AACSB ACCREDITED

How Online Learning Works

This fully online program is asynchronous with optional synchronous activities provided most weeks for added engagement. You will gain core business knowledge through high-impact experiential learning, small-group interaction online, and team-based projects focused on real-world application.

Your education will combine self-study and peer-to-peer interaction over an online learning network. You will complete weekly assignments, readings, discussions, and occasional group work, as well as exams and other activities designed to enhance learning outcomes, all at times that are most convenient for you.



Penn State Smeal College of Business



Why Penn State?

Flexibility and Convenience

Penn State knows that adult learners need flexible and convenient learning options. The online learning format offered by Penn State World Campus makes it possible to fit a graduate education into your life. Though courses have fixed start and end dates with assignment deadlines, you will decide when to do your course work to meet those deadlines.

Reputation for Excellence

Having a Penn State degree on your résumé is a great way to broaden your career options and prove to current and potential employers that you are a well-educated professional. No distinction will be made on your official Penn State transcripts or diploma that your courses were completed online.

Military and Veteran Students

We have aligned our online programs, students support services, policies, and procedures to support military personnel, veterans, and military family members. Degree applicants who are in the military may qualify for an application fee waiver. Contact us at **mktgan@smeal.psu.edu** to request a waiver.

Library Services

The University Libraries' collection is nationally recognized among academic research libraries with hundreds of online research databases, thousands of scholarly journals (many available online and in full text), and millions of materials, including books, eBooks, maps, CDs, DVDs, and more available to you through our online catalog, databases, and document delivery services.

Frequently Asked Questions

What does the online classroom look like?

We use one centralized platform where you can log in to your classroom. There, you can get assignments, interact with faculty and peers, reply to message boards, and do more.

How long will it take me to finish my degree?

Our online courses typically follow a 12- to 15-week semester cycle, and there are three semesters per year (spring, summer, and fall). Depending on which semester you begin, the projected time to completion is:

Fall Admission: 5 semesters

Spring Admission: 7 semesters

Summer Admission: 6 semesters

Time to completion is based on a minimum prescribed course pathway. Students may also take longer for degree completion.

How do online students network?

In your courses, you will interact with peers from around the world. As you communicate regularly with classmates and faculty members, you'll gain insights that you can apply to your job immediately. As a Penn Stater, you will also have access to a proud network of more than 800,000 alumni. And upon your graduation, you can choose to join the Penn State Alumni Association, the largest dues-paying alumni association in the world, with chapters offering social and networking events in most metropolitan areas.

What will my diploma look like?

Your diploma will be the same one earned by resident students at Penn State. There is no indication on your transcripts or diploma that you earned your degree online. Upon completion of the degree program, you will be invited to walk with other graduates during commencement at Penn State's main campus in State College, Pennsylvania.



Begin Your Application

For the graduate certificates

Visit: worldcampus.psu.edu/mktgcert

Visit: worldcampus.psu.edu/b2b-marketing

For the master's degree

Visit: worldcampus.psu.edu/mktgmasters

Admissions Requirements

For admission to the Graduate School, an applicant must hold either (1) a baccalaureate degree from a regionally accredited U.S. institution or (2) a tertiary (postsecondary) degree that is deemed comparable to a four-year bachelor's degree from a regionally accredited U.S. institution. This degree must be from an officially recognized degree-granting institution in the country in which it operates. **GRE/GMAT scores are not required.**

Application requirements for all programs:

- complete online application form and fee
- statement of purpose
- résumé
- TOEFL or IELTS score, if applicable
- transcripts from all institutions attended, along with GPA

Additional requirements for the master's degree:

- minimum of two years of relevant work experience*
- contact information for three references

**Exceptional students who fall outside of these general guidelines may be considered.*

If you have questions or require additional assistance, please contact the program office at **mktgan@smeal.psu.edu**.

Did You Know?

- Penn State credits and degrees earned online are identical to those earned on campus.
- Penn State World Campus is consistently ranked as a top provider of online graduate business degrees by *U.S. News & World Report*.
- Faculty in our online programs have extensive corporate, teaching, and research experience. In most cases, they are the same distinguished professors who teach in our residential programs.

Contact Us

Program Questions

Penn State Smeal College of Business
Professional Graduate Programs Office
mktgan@smeal.psu.edu
Phone: 814-863-0061
worldcampus.psu.edu/mktgmasters

Admissions Questions

info@worldcampus.psu.edu
Phone: 814-863-5386
worldcampus.psu.edu/admissions

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