



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
Associate Professor of Marketing
Penn State Smeal College of Business



PennState
Smeal College
of Business

Online Graduate Programs in Marketing Analytics

Today's marketers are inundated with data, technology, and tools at an increasing pace. To drive transformative change, high-performance marketers need to identify marketing challenges, select the right tools, and translate data into meaningful insights.

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, can help you build a contemporary

skill set to advance your career in data-driven marketing applications.

The Master's in Marketing Analytics and Insights and integrated Graduate Certificate in Marketing Analytics are specialized programs that can help you focus and deepen your knowledge in the areas of digital marketing communications, customer experience and life cycle, and brand management. Better yet, our flexible, online platform allows you to complete both 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@smear.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 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.

Two Credentials, One Path

Our integrative curriculum allows you to earn more than one respected credential 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 Penn State Smeal College of Business

For more than 60 years, the Penn State 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 85,000 graduates across the globe.

The Smeal College of Business carries the elite AACSB accreditation, an honor reserved for the top 5 percent of business schools worldwide.



Smeal College of Business, Penn State

Penn State World Campus Is Penn State—Online

When World Campus first opened in 1998, taking university courses online to earn a degree was still a relatively new concept. Today, Penn State World Campus is an industry leader in online education, delivering more than 150 undergraduate and graduate degrees and certificates to adult learners.

Our mission is to provide the Penn State educational experience to anyone, anytime—focusing on convenience, flexibility, and quality in delivering accredited degrees and certificates online. We have a team of professionals focused solely on providing students with the custom academic and support services necessary for success.

Ranked #1

The Wall Street Journal ranked **Penn State the top institution in the nation** for producing the best-prepared, most well-rounded graduates who are most able to succeed after being hired.



Frequently Asked Questions

What does the online classroom look like?

We use one centralized platform where you can log into 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?

This marketing analytics program requires the completion of 10 courses. Depending on the semester of admission and the course offering schedule, the courses may be completed in five semesters. However, you have the flexibility to extend the length of the program to accommodate your busy lifestyle.

How do online students network?

In your courses, you will interact with peers from around the world. As you communicate regularly with

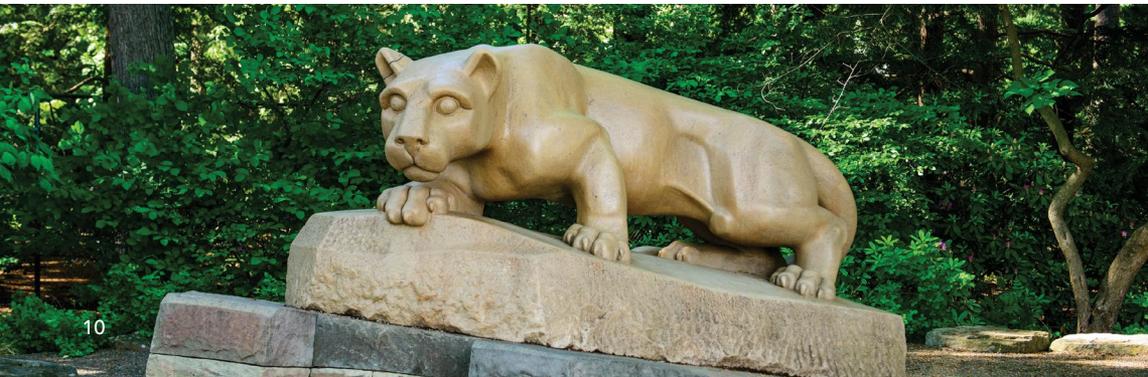
classmates and faculty members, you'll gain insights that you can apply to your job immediately.

As a Penn Stater, you will also have access to a proud network of more than 692,000 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 program, you will be invited to walk with other graduates during commencement at Penn State's main campus in State College, Pennsylvania. We are one Penn State.



Begin Your Application

For the graduate certificate

Visit: worldcampus.psu.edu/mktgcert

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.

Application requirements for both programs:

- › complete online application form and fee
- › statement of purpose
- › résumé
- › TOEFL or IELTS score, if applicable

Additional requirements for the master's degree:

- › minimum of two years of relevant work experience*
 - › minimum undergraduate GPA of 3.0 (or equivalent)
 - › two references
 - › transcripts from all institutions attended, along with GPA
- *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@meal.psu.edu.



Contact Us

Program Questions

Penn State Smeal College of Business
Professional Graduate Programs Office

mktgan@smeal.psu.edu
worldcampus.psu.edu/mktgmasters
814-865-5290

Admissions Questions

pennstateonline@psu.edu
814-863-5386
worldcampus.psu.edu/admissions



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