Data Marketing Communications

Graduate Certificate in Data Marketing Communications

CERTIFICATE CODE - CG49

The Data Marketing Communications Certificate is offered exclusively online with no on-campus classroom attendance required.

The Data Marketing Communications certificate is intended to provide access to data-driven coursework for professional students whose career aspirations include utilizing available data as part of a greater integrated marketing communications strategy. Students will be exposed to course work focused in overarching data marketing communications strategy, audience segmentation, campaign planning and programmatic media buying, and campaign metrics and assessment.

The program is taught by a diverse faculty who are recognized leaders in their fields.

Program Format

The program's academic year consists of five accelerated terms corresponding to the University's existing parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Certificate Requirements

Code	Title	Hours
Minimum cumulative GPA of 2.75 required.		
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.		
DMC 460	Introduction to Data Marketing Communications	3
DMC 561	Audience Segmentation	3
DMC 572	Campaign Planning & Programmatic Media Buying	3
DMC 573	Campaign Metrics and Assessment	3
Total Hours		12

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Completion of DMC 460 is required before students can proceed to the rest of the certificate courses. Students must also pass the quantitative assessment exam prior to moving on to upper level courses in the certificate.

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
Early Fall Term		Early Spring Term	
DMC 460	3	DMC 561	3
Late Fall Term		Late Spring Term	
DMC 572	3	DMC 573	3
	6		6

Total credit hours: 12

Certificate Learning Outcomes

DATA MARKETING COMMUNICATIONS

1. Explain the basic principles of marketing, media and digital analytics.
2. Discover how metrics and analysis inform business decision making.
3. Describe how marketers use current analytic methods such as segmentation, profiling, and RFM to deliver ROI for their clients.
4. Distinguish between the different types of primary and secondary data available to marketers from response data, to compiled and crowdsourced data.
5. Compare B2B and B2C data requirements and available data modules for targeting, segmentation, data append ? not sure what "append" is and Account Based Marketing.
6. Define the programmatic ecosystem and the resources required to execute programmatic buying.
7. Evaluate and recommend various buying approaches that deliver on campaign objectives and align with brand goals.

8. Identify key performance indicators from a variety of metrics to track the results of a marketing communications campaign.
9. Design campaign tracking methods and dashboards to assess and improve effectiveness during the marketing communications campaign and communicate with key stakeholders.