

Graduate Certificate in Marketing Analytics

GET THE DATA SKILLS YOU NEED FOR MODERN MARKETING

Big data and technology are the driving forces in today's rapidly changing marketing environment. If you want to reach your audience effectively—and respond quickly to your customers' needs—you need to know how to get the most out of the data you gather and analyze.

Our Graduate Certificate in Marketing Analytics will empower you with the skills you need to turn data into smart marketing strategy—in just four or five courses. Northeastern's signature emphasis on the tech economy means you'll be learning the very latest in technology and media—and gain a broader understanding of how to use these tools to work with data.

This certificate is designed for marketing professionals with analytics duties, managers of marketing teams, and professionals across business functions looking to build data skills in a marketing context. Your coursework will focus on the role of data and technology in a modern marketing strategy, from customer relationship management to performance measurement. You'll develop analytical, computational, and strategic thinking skills that will help you link the insights you generate to the marketing results you want.

You'll learn from experienced faculty with backgrounds in consulting, market research, and telecommunications—and you'll have the chance to apply completed credits toward an eligible master's degree at Northeastern in the future.

WHY D'AMORE-MCKIM?

Stackable credits. With the successful completion of your certificate, you may be able to apply your credits toward an eligible master's program including our MS in Business Analytics and Part-Time MBA, among others.

Learn it today, use it tomorrow. You'll gain forward-thinking, relevant, in-demand business skills that you can apply to your position immediately or as you pursue a new opportunity.

World-class faculty. Learn from entrepreneurs and executives at top firms who have skillfully led through times of rapid change.

Global alumni network. Our 50,000+ alumni—founders, partners, directors, managers, and entrepreneurs truly enjoy giving back to our community.

Learning by doing. Through Northeastern's practice-oriented approach to education, you'll gain concrete skills and industry aligned knowledge that will build your confidence and prepare you to apply your learnings directly to the workplace. Real-world cases are brought into the classroom by our renowned faculty, expert practitioners and thought leaders with years of experience in their respective fields.

Career Management. Career experts will help you make the most of your professional opportunities through workshops, events, and job search tools.

Northeastern University
D'Amore-McKim
School of Business

PROGRAM DETAILS

Study Format
Part-time

Time to Complete
1-3 years

Class Schedule
Monday-Thursday at 5:20 p.m.,
or 7:30 p.m., with online
streaming available

Enrollment Terms
January, May or September



The Graduate Certificate in Marketing Analytics enables you to link insights to market needs. We develop your ability to understand what people need, and use data to find new ways to serve these needs. From how consumers think, to optimizing return on marketing investment, this qualification will help you get more out of the data you already look at, and push you to explore additional analytical methods.”

Kwong Chan, Faculty Director,
MS in Business Analytics



Northeastern's D'Amore-McKim School of Business prepares people and organizations to thrive in a global business environment of rapid-fire change driven by converging digital technologies. The school develops leaders and innovators who are proficient in human, data, and technological literacies; global in outlook and entrepreneurial in mindset; and invested in lifelong learning for themselves and their teams.

Northeastern University

Founded in 1898, Northeastern is a global research university and the recognized leader in experience-powered lifelong learning. Our world-renowned experiential approach empowers our students, faculty, alumni, and partners to create impact far beyond the confines of discipline, degree, and campus.

Our locations—in Boston; Charlotte, North Carolina; London; Portland, Maine; San Francisco; Seattle; Silicon Valley, Toronto; Vancouver; and the Massachusetts communities of Burlington and Nahant—are nodes in our growing global university system. Through this network, we expand opportunities for flexible, student-centered learning and collaborative, solutions-focused research.

Northeastern's comprehensive array of undergraduate and graduate programs—in on-campus, online, and hybrid formats—lead to degrees through the doctorate in nine colleges and schools. Among these, we offer more than 140 multidisciplinary majors and degrees designed to prepare students for purposeful lives and careers.