

MARKET RESEARCH CERTIFICATE

The Certificate in Market Research is made up of a total of 12-13 credits (12-credit minimum), including two required courses and three electives. The Certificate prepares students for careers in marketing or market research that focus on the collection, analysis, and implementation of market research insights/data to make better business decisions. The different roles of qualitative and quantitative research are explored through a mix of client and application-based projects incorporating the Market Research Center at the Stillman School of Business. Students will gain practical, hands-on market research project experience in addition to an understanding of the conceptual dimensions of the research process.

Students completing the Certificate in Market Research who are subsequently admitted to the M.B.A. program are eligible to apply all certificate courses to fulfill M.B.A. degree elective requirements.

Because the certificate is not a degree, students who complete the certificate program only do not participate in University Commencement Exercises.

Code	Title	Hours
Required Courses		
BMBA 9457	Market Decision Making (Offered every fall and spring)	2
BMKT 7611	Marketing Research (Offered every spring)	3
Elective Courses		
Select seven credits from the following:		7
BLAW 7319	Products Liability	
BMKT 7599	Directed Research-Marketing (With instructor approval)	
BMKT 7620	New Product Management and Development	
BMKT 7634	Marketing Metrics (Offered every 3rd semester)	
BMKT 7652	Digital Marketing (Offered every 3rd semester)	
BQUA 7825	Supply Chain Management	
Total Hours		12