

# MARKET RESEARCH CERTIFICATE

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The undergraduate Certificate in Market Research is a four-course (12-credit) sequence that prepares students for various career paths in Marketing and/or Market Research. Students are provided with hands-on opportunities to conduct interviews, moderate focus groups, create web-based surveys, and work with real business clients on projects to uncover insights and develop actionable solutions.

The Certificate coursework utilizes both qualitative and quantitative techniques focused on the collection, analysis and implementation of market research data/insights to make better business decisions.

Code	Title	Hours
<b>Requirements</b>		
BMKT 2601	Principles of Marketing *	3
BMKT 3611	Marketing Research *	3
Select two or more additional courses from the following:		6
BITM 3744	Business Intelligence **	
BMGT 4560	Project Management **	
BMKT 4612	Qualitative Market Research **	
BMKT 4633	Product Management and Development **	
BMKT 4634	Marketing Metrics ***	
BMKT 4640	Building and Maintaining Strong Brands *	
BMKT 4699	Directed Research/Marketing ****	
COPR 2135	PR Research *	
<b>Total Hours</b>		<b>12</b>

\* Offered every semester.

\*\* Offered every Fall.

\*\*\* Offered every Spring,

\*\*\*\* With instructor approval.

Additional information is available at the Market Research Center website: [www.shu.edu/go/market-research](http://www.shu.edu/go/market-research) (<http://www.shu.edu/go/market-research/>)