

**Microcredential in Marketing Analytics (Business Management)**  
**Four Courses (16 Credits)**  
**Faculty Steward (MGT Dept Chair)**

*MGT 331 Principles of Marketing (4 cr)*

*MGT 434 Marketing Research (4 cr)*

*MGT 335 Strategic Digital Marketing (4 cr)*

*MGT 466 Customer Relationship Management (4 cr)*

**Objectives/Rationale:** The purpose of the microcredential in Marketing Analytics is to provide students who are interested in finding a job in marketing or related areas the knowledge and skillsets that are in high demand in job market now and in the foreseeable future. According to U.S. Bureau of Labor Statistics, the median annual salary for marketing research and analysts in May 2019 was \$63,790. And ziprecruiter.com reported that as of Aug 29, 2020, the salary of Marketing Analytics jobs in New Hampshire ranked #4 in the nation with an annual salary of \$99,840, which is a very good start for a college graduate to launch a career in the business field. In addition to handsome salary, marketing analytics is essential to the success of every business and entity since it helps companies to collect and analyze valuable data regarding their customers and potential customers, their competitors, their suppliers, their marketing intermediaries, the market and industry trend and so on, to evaluate the effectiveness of their marketing communication efforts, to manage their digital presence, and to maintain long term relationship with their customers, so that businesses and entities can make data-drive decisions with respect to challenges that this rapidly changing environment imposes. Hence, this proposed micro-credential Marketing Analytics program is accordance with Keene State College's mission statement that, "Keene State College prepares promising students to think critically and creatively, to engage in active citizenship, and to pursue meaningful work...".

**Outcomes:** To achieve this objective, Marketing Analytics microcredential program not only requires students to grasp the basic marketing theory and concepts through Principles of Marketing and Marketing Research classes, but also to learn up-to-date techniques in the hot areas of Digital Marketing and Customer Relationship Management (CRM) classes. In addition to classroom lecturing, students also work on real life projects with business professionals in the region to obtain hands-on experience before their graduation. Thus, they not only are exposed to how businesses are run in the real life, but also learn how to interact with their future leaders and colleagues when they are hired. Furthermore, both Digital Marketing and Customer Relationship Management classes are designed to require students to obtain professional certifications such as a series of HubSpot certifications and Google certifications that are listed as job requirements in digital marketing and customer relationship management job posts. Thus, students can easily land a job with these certifications before or after graduation.