



### **ADVANCED BUSINESS CERTIFICATE (ABC) MARKETING INTELLIGENCE**

The **Marketing Department** offers an Advanced Business Certificate for business professionals who are interested in careers in the areas of *marketing research, customer relationship management, data base management, and pricing*. Our courses develop skills of research design, use and analysis of primary and secondary data, sampling techniques, questionnaire design, and multivariate data analysis. We explore customer lifetime value and its linkage to customer, partner, stakeholder, and employee relationships. We also examine concepts, methods, and quantitative tools for creating and exploiting customer databases, with attention to quantitative tools for estimation of customer lifetime value, customer response modeling (e.g., multiple regression, logistic regression, cluster analysis, and discriminant analysis) and experimentation in test markets. Further, we integrate economic and behavioral aspects of customer response to pricing as related to price determination.

**Location:** UConn School of Business, Graduate Business Learning Center (GBLC) in Hartford

#### **Eligibility and Application Process**

To qualify for admission to the ABC-Marketing Intelligence program, the applicant must have an undergraduate degree and are working professionals in the area of Marketing. Advanced Business Certificate (ABC) applicants may apply to the program at any time during the year. Apply online at

<http://www.business.uconn.edu/abc>

#### **Course Requirements**

\* Market-Driven Management (MKTG 5115). **Offered in Summer, Fall, Spring**

Market Research and Information Systems (MKTG 5250). **Offered in Fall**

Customer Relationship Marketing (MKTG 5220). **Offered in Spring**

Pricing Strategies (MKTG 5655). **Offered in Spring**

One ADDITIONAL **MARKETING Elective** from: Data Analytics (MKTG 5251); New Product and Innovation Management (MKTG 5230); Strategic Brand Management (MKTG 5894); Integrated Marketing Communications (MKTG 5640); New Media Marketing Strategies (MKTG 5665); Marketing for Global Competitiveness (MKTG 5625). Please check scheduling for course offerings at

<https://www.business.uconn.edu/pmba>

**Additional Information** available at <http://www.business.uconn.edu/abc>, or contact the Hartford MBA Program Office at 860.728.2400.

\* *Pre-requisite. Required if no background in marketing concepts*