

# Marketing Research • Certificate

## Why Choose a Marketing Research Certificate?

If you have a strong interest in analytical decision making, this certificate will prepare you for the following:

- Creating effective surveys
- Employing computer-based statistical analysis procedures
- Applying research information in real-world marketing decisions

You will be exposed to a wonderful set of concepts that will serve you, not just in a marketing research career pathway, but in any career field you choose that depends on information in order to make successful business decisions.

## Admission Requirements

Any person who is admitted to the University is welcome to seek the attainment of this certificate. You must present evidence of graduation from high school with a 2.35 grade point average.

## Graduation Requirements

You will receive the Marketing Research Certificate after completion of the requirements with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

## Required Courses

	Credit Hours
MKTG 321 Principles of Marketing	3
MKTG 378 Marketing Data Analysis	3
MKTG 425 Marketing Research	3
STQM 322 Inferential Statistics	3
Minimum credit hours required for the certificate:	12



## More Information

Marketing Department  
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Email: [MKTG@ferris.edu](mailto:MKTG@ferris.edu)

The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)  
[http://www.acbsp.org/p/st/ld/sid=s1\\_001](http://www.acbsp.org/p/st/ld/sid=s1_001)

**FERRIS STATE UNIVERSITY**

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