

RESEARCH AND ANALYTICS

SPS Certificate website: sps.northwestern.edu/undergraduate-certificate/research-and-analytics (<https://sps.northwestern.edu/undergraduate-certificate/research-and-analytics/>)

The Research and Analytics certificate provides students with the skills they need to differentiate, analyze, and interpret data to meet organizational needs. Through for-credit courses in multiple disciplines—marketing, communications, and social sciences—students gain an understanding of the marketing research process and learn to utilize tools that support data analysis. With this certificate, marketing and communications professionals can emerge with practical experience in designing a research study and applying data analysis to solve business problems.

- Research and Analytics, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/research-analytics/research-analytics-certificate/>)