

# MARKETING ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

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## Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Exceptions to GCAC-305 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

Along with the submission of the online application and the nonrefundable application fee, the following are required:

- Statement of Purpose – Applicants must describe how professional experience and goals align with the Certificate in Marketing Analytics, not to exceed 500 words.
- Vita or Résumé – Provide a one- to two-page listing of professional experience and education.
- Application –Completion of the Graduate School certificate application.

GRE or GMAT test scores are NOT required.