



**Department of Marketing**  
*Certificate in*  
**MARKETING RESEARCH  
 AND ANALYSIS**

<b>Office Use Only</b>
Approved by: _____
Date: _____

**This certificate is open to ALL majors.**

**Application for Admission**

**Submit your application as early as possible (prior to taking the courses if possible)  
 to make course scheduling more convenient.**

Please email the completed form to [MarCerts@fiu.edu](mailto:MarCerts@fiu.edu) or return it to the Department of Marketing (RB 310).

For information regarding courses, preferred course sequences, and benefits of earning the certificate, please visit [MarketingCertificates.fiu.edu](http://MarketingCertificates.fiu.edu) or contact Professor Jaclyn Tanenbaum at [jtanenba@fiu.edu](mailto:jtanenba@fiu.edu) or 305-348-2571.

**APPLICANT INFORMATION** (Please print neatly.)

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

Panther ID #: \_\_\_\_\_ FIU Email: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Non- FIU Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip code: \_\_\_\_\_

Expected Graduation Date: Semester \_\_\_\_\_ Year \_\_\_\_\_

Major(s): \_\_\_\_\_ Minor(s): \_\_\_\_\_

**CERTIFICATE COURSE REQUIREMENTS** (Students must take the 6 courses and must earn a C or higher in each of the 6 courses. In addition to this application, a [Change of Program form](#) must be submitted to the OneStop office prior to earning 90 credits.)

**Required Courses (5)**

- MAR 3023 Introduction to Marketing (Fall, Spring, Summer)
- MAR 4503 Consumer Behavior (Fall, Spring, Summer)
- MAR 4613 Marketing Research I (Fall, Spring, Summer)
- MAR 4620 Marketing Research II (Fall, Spring)
- MAR 4674 Marketing Analytics (Fall, Spring, Summer)

**Elective Courses (1)**

Choose one (1) of the following:

- MAR 4941 Marketing Internship (Fall, Spring, Summer) (pre-approved research internship only)
- MAR 4907L Independent Study: Marketing Research Practicum (Spring)