Marketing Analytics

As media become increasingly digitized, data and analytics become more central to marketing communications. This specialization is rich with coursework that grows skills in analyzing, modeling and drawing insights from data.

Ideal For Those Interested In:
- Statistical modeling
- Quantitative analysis
- Customer database
- Market testing

Classes Required:
- Analytics Techniques
- Data Management
- Two other electives of your choice

Students in IMC get a well-rounded understanding of data management methods, and learn the right questions to answer using data to be ahead of the competition. At Medill, you’ll get hands on training with real-world data.

- Vijay Viswanathan, Assistant Professor

IMC Alumni Utilizing This Specialization:
Senior Analyst, FCB
Manager of Shopper Insights, Campbell Soup
Segmentation Merchant, Target
Director of Digital Analytics, Omnicom Group
Analyst of Advertiser Solutions, Nielsen
Lead, Google Analytics Premium, Google

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- Vijay Viswanathan, Assistant Professor

MEDILL
NORTHWESTERN UNIVERSITY
INTEGRATED MARKETING COMMUNICATIONS

www.medill.northwestern.edu/imc/
“The best thing about my job is it’s not just about digital analytics. It’s about understanding what the marketplace needs and working with our leadership to create services around that.”

Kelsey Kates (IMC10)
Director of Data Analytics & Insights, Frequency 540

“I am the data storyteller at the agency who really helps to drive quantitative insights. I wouldn’t have been able to land this job without Medill IMC.”

Rui Wang (IMC08)
VP, Strategic Analytics Director, FCB Chicago

“Learn analytics in IMC, and you’ll be able to measure the ROI of marketing communications initiatives, handle segmentation and insight generation and be able to evaluate the customer.”

Ed Malthouse
Professor