



6 Courses

Marketing Analytics
Foundation

Introduction to Data
Analytics

Statistics for Marketing

Data Analytics Methods for
Marketing

Marketing Analytics with
Meta

Meta Marketing Science
Certification Exam



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Meghan Kaye Fitzgerald

has successfully completed the online, non-credit Professional Certificate

Meta Marketing Analytics

In this specialization, learners developed and honed essential marketing analytics skills, including basic principles of marketing, analytics tasks such as using SQL queries to pull data from a database and cleaning data using spreadsheets. Learners also developed a foundational understanding of statistics, explored common analytics methods used by marketers to evaluate and communicate the results of advertising campaigns and Meta Marketing analytics tools.

Anke Audenaert CEO &
Co-Founder Aptly
Adj. Professor, UCLA
Anderson School of
Management

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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