

# ARF Marketing Optimization and Insights Certificate

The Advertising Research Foundation (ARF) invites you to invest in your organization, and the future of the industry, by offering your employees the opportunity to participate in The **ARF Marketing Optimization and Insights Certificate**, established in partnership with NYU School of Professional Studies.

Recognize promising young employees or experienced employees who would benefit from updating their understanding of the latest practices and applications of marketing research. Encourage hyperspecialized employees, who might not have a market research vocabulary, to better understand market research and media valuation.

This program is an excellent opportunity to develop the talent within your organization and reward your employees.



## ABOUT THE CERTIFICATION

This is not just another online course. This certification program will be taught by some of the industry's leading minds and combine asynchronous and synchronous online instruction—making this opportunity accessible to anyone, anywhere.

Each course will provide real-world examples of the application of research and analytic methods to diagnose marketing problems, iterate solutions and evaluate effectiveness, as well as offer a wide breadth of different types of research approaches—surveys, social media, advantages of location data and behavioral signals.

Students will learn how to integrate different data streams to find direct solutions to business problems. Graduate benefits will be provided to support students after certification.

## WHAT IS INVOLVED IN THE CERTIFICATION PROGRAM?

The certificate will be awarded to students who successfully complete the required “Foundations” course and three electives within three years.

Instruction will include virtual live discussion with professors and classmates, along with a combination of video presentations, readings and assignments to be done independently.

The time commitment will be roughly 4-5 hours per week—engaging with course materials, completing projects and attending live “office hours” with professors and guest lecturers.

## STUDENTS WILL GAIN THE ABILITY TO:

- Apply a modern consumer-centric approach to the development and optimization of marketing activities
- Identify business goals, objectives, and strategies relevant to marketing and advertising
- Assess the requirements of an effective marketing and advertising plan to support these business goals
- Develop actionable insights from consumer and market data
- Integrate the research and insights process into the development, testing and optimization of messaging and creative assets
- Evaluate how media choices, media mix and optimal media plans affect your ability to reach marketing communications and business goals
- Measure the effectiveness and efficiency of a marketing campaign, and determine appropriate optimizations

# COURSE DESCRIPTIONS

## REQUIRED

### Foundations of Advertising Insights and Marketing Analysis

An introduction to the use of research and insights in developing the marketing and advertising journey. Students will understand the steps in developing an advertising campaign, establish campaign objectives and strategy, and discuss media planning and campaign evaluation.

## ELECTIVES – CHOOSE THREE

### Achieving Consumer Centricity

A focused look at the critical importance of placing the consumer at the center of all aspects of the market research and data analysis process, and thus driving marketing decisions that focus on the consumer and increase the likelihood of positive business outcomes.

### Campaign Objectives & Strategy

This course will teach students to build an integrated campaign plan, which includes identifying the objectives that a particular marketing campaign is meant to achieve, understanding the audience for the campaign and their specific needs and wants, and developing the right messages that speak to the target audience's needs.

### Discovering and Testing the Key Consumer Insight

This course will cover the process and tools used to determine deep consumer insights and how marketers decide on the most appropriate insights for a marketing campaign. Students will examine case studies of how consumer insight is leveraged in organizations for strategic decision making for ad campaigns.

### Informing Creative Development

This course will give students hands-on experience in acquiring and using tools to deliver effective business-building creative assets. Students will learn the research approaches to inform the balance between rational vs. emotional messaging and learn the research tools required to develop the messaging language to ensure clarity and brand consistency across audiences and segments.

### Media Assessment & Tactical Planning

This course will cover how media are evaluated, planned and bought for marketing campaigns. It will introduce the methodologies and approaches used in media planning. Students will learn to define media objectives vs. goals vs. strategies, and to connect media objectives to marketing and advertising objectives.

### Campaign Effectiveness Measurement

This course examines the value of campaign effectiveness measurement and how it has evolved with the advertising ecosystem, and the role of campaign measurement for companies and the marketing industry. Students will measure the difference between key performance indicators, engagement metrics, and outcome metrics and get a detailed overview of the main measurement tools used in marketing today.

# PROFESSORS

Each professor is an experienced practitioner with extensive knowledge in the marketing research field.. Their real-world perspective, coupled with a competitive curriculum, will provide students with the ability to deliver state-of-the-art professional research support to drive marketing impact in the modern world.

## POTENTIAL PROFESSORS INCLUDE

### Vas Bakopoulos

*SVP - Global Head of Measurement, Insights & Strategy, MMA Global*

### Britta Cleveland

*SVP, Research Solutions, Meredith Corporation*

### Stephen DiMarco

*Chief Strategy Officer, Tubular Labs*

### Rob Duboff

*Partner, HawkPartners*

### Andy Fisher

*Head of Mercury Advanced TV, Merkle*

### Belle Frank

*Chief Strategy Officer, Global Health Practice, VMLY&R*

### Bill Harvey

*Founder/Chairman, Research Measurement Technologies, Inc.*

### Abigail Hollister

*Principal, Formative Insights*

### Helen Katz

*EVP, Research, Publicis Media*

### Michael Lieberman

*Founder & President, Multivariate Solutions*

### Mitzi Lorentzen

*Founder, Lorentzen Consulting*

### Ivan Martinez

*VP, Strategic Insights, Brand and Govt. Programs, UnitedHealth Group*

### Abby Mehta

*SVP, Marketing Insights & Media Analytics Executive, Bank of America*

### Nishat Mehta

*Chief Product Officer and President, IRI Media Center of Excellence*

### Steven Millman

*SVP, Research & Operations, Dynata*

### Karen Montecuolo

*VP, Consumer & Social Media Insights, A+E Networks*

### Barb Murrer

*VP, Global Marketplace Insights, Levi Strauss & Co.*

### Marjorie Reedy

*Director of Digital & Innovation, Merck*

### David Shiffman

*EVP, National Research & Analytics, iHeartMedia*

### Andy Smith

*VP Consumer Insights, Flowers Foods*

### Cole Strain

*Senior Director, Audience Products, Samba TV*

### Mark Truss

*Chief Research Officer, Wunderman Thompson*

### Chuck Young

*CEO, Ameritest/CY Research*

## PRICING

The ARF is offering a discounted rate to its member companies—**with an additional launch promotion to members who register for the full certificate by December 15:**

	Full Certificate	Individual Course
Full Price	\$8000	\$2000
Member Discount (ongoing)	\$4000 (50% savings)	\$1500 (25% savings)
Member Launch Promotion (Register by Dec. 15)	\$2000 (75% savings)	

Contact the ARF Membership team to learn more and register: [arfcertification@thearf.org](mailto:arfcertification@thearf.org)

# FAQ's

## 1. When do the courses begin?

In the spring semester of the 2021-22 academic year. The Foundations course will start on January 31, 2022 and end on March 18, 2022. Several electives will then be offered from March 21 – May 6, 2022.

## 2. What is the required time commitment?

Each course is seven weeks long and will require a 4-5 hour per week commitment. This includes one hour of synchronous and one hour of asynchronous class time, and 2-3 hours of readings and assignments per week.

## 3. How long will it take to complete the certification program? Can you do it in an accelerated way?

Students who wish to earn the certificate must complete the Foundations course and three elective courses within a maximum of three years. Courses are seven weeks long and are offered twice in the fall semester (first and second half of each semester), twice in the spring semester, and once during the summer semester. Students can take multiple elective courses at once if they wish to complete the certificate program more quickly.

## 4. What are the benefits of completing the certificate program vs. taking individual courses?

Students who complete the certificate program will be entitled to the following benefits:

- **Alumni Gatherings at ARF Events** – access to ARF specific events, giving them the opportunity to connect with each other.
- **Course Certificate and Letter from the ARF CEO** – presented with a certificate of completion from the ARF CEO.
- **Alumni Directory Listing** – ability to network with other alumni and access an exclusive jobs board with postings from ARF members.
- **Digital Badge of Completion** – receive a digital “badge” certificate to post on LinkedIn, put in your CV, or display during work presentations.
- **Access to the ARF Knowledge Center** – gain access to ARF knowledge resources through the self-service tools in the Knowledge Center while enrolled and for one year following graduation.
- **ARF Member Events** – attend ARF member events while taking classes and for one year following graduation.
- **ARF Young Pros** – join the ARF Young Pros (if age appropriate) and attend special sessions which will include post-event speaker talkbacks.

## 5. How will my company benefit from an employee completing this course?

All students who successfully complete this program will be able to provide professional research support for marketing and advertising campaigns by utilizing best practice methodologies by experienced practitioners rooted in academic rigor. Students will learn how to use qualitative and quantitative analysis and insights to support the creation and development of marketing and advertising. Students will also be able to develop the core knowledge and critical skills required to plan and execute research designed to assess the effectiveness and impact of marketing and advertising.