

# 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 Montecullo

*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

*VP, Measurement 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:

	Full Certificate	Individual Course
Full Price	\$8000	\$2000
Member Discount	\$4000 (50% savings)	\$1500 (25% savings)

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

# FAQ's

## 1. What is the curriculum for this certificate program?

Taught by experienced marketing professionals, this online marketing certificate provides students with marketing case studies that focus on real-world application of marketing research and analytic methods to diagnose marketing problems, iterate solutions, and evaluate marketing effectiveness. From advertising analytics to marketing campaign strategy, all students who successfully complete this online certificate program will be prepared to provide the marketing insights needed to deliver data-driven marketing.

Courses include:

- **Foundations of Advertising Insights and Marketing Analysis (required for the certificate)**
- **Achieving Consumer Centricity**
- **Campaign Objectives & Strategy**
- **Discovering and Testing the Key Consumer Insight**
- **Informing Creative Development**
- **Media Assessment & Tactical Planning**
- **Campaign Effectiveness Measurement**

## 2. Which courses will be offered and when?

The Foundations course will be offered every term starting in January 2022. Two or three electives (which specific courses are currently TBD) will be offered starting in March 2022, and all electives will be available starting in the summer. See the schedule below:

Term	Dates	Courses Offered
Spring 2022 1st half	Jan 31 - March 8	Foundations
Spring 2022 2nd half	March 21 - May 6	Foundations
Summer	June 6 - July 29	Foundations + 2-3 electives
Fall 2022 1st half	TBD	Foundations + 6 electives
Fall 2022 2nd half	TBD	Foundations + 6 electives

### 3. Who are the Professors?

The professors for all courses are experienced marketing professionals who can lend their real-world experience and expertise to their teaching. While the professors for all courses have not been finalized, here are those who will be teaching in this certificate program:

- [Michael Lieberman](#), Founder and President of Multivariate Solutions
- [David Shiffman](#), EVP of National Research at iHeartMedia
- [Rob Duboff](#), CEO and a founder of HawkPartners
- [Mitzi Lorentzen](#), Founder of Lorentzen Consulting LLC
- [Helen Katz](#), EVP, Research, at Publicis Media
- [Cole Strain](#), VP, Measurement Products at Samba TV

### 4. When do the courses begin?

In the spring semester of the 2021-22 academic year. The Foundations course will start on March 21, 2022 and end on May 9, 2022. Several electives will then be offered from June 6 – July 29, 2022.

### 5. What is the required time commitment?

Students should expect to commit 4-5 hours per week for each course. This includes one hour of synchronous (live) and one hour of asynchronous class time, and 2-3 hours of readings and assignments per week. Each course will take seven weeks to complete.

### 6. When will the synchronous (live) sessions take place for each course?

The timing of the synchronous (live) sessions will be 6:00-7:00pm EST on Mondays or Wednesdays (for each of the two sections we are offering, respectively) for the Foundations course starting in March. The timing of the live sessions for the other courses have not been determined yet, but it will likely be between 6:00-9:00pm EST on Mondays or Wednesdays. The intention is to schedule the timing of these courses to ensure that they do not overlap with each other.

### 7. Am I able to take multiple courses at once?

Yes. Any student taking the Foundations course (all students intending to complete the certificate) must do so before enrolling in any electives. After that (and for students not intending to complete the certificate), they can take multiple courses at the same time.

### 8. How long will it take to complete the certification program?

It depends. The quickest a student can complete the certificate program is by the end of July 2022, by taking the Foundations course starting in January or March and then three electives (if offered) from June – July. Students who wish to take one course at a time could complete the certificate by the second half of the Fall 2022 semester, by taking the Foundations course in January or March and then one elective course each of the following terms (i.e., Summer, Fall 2022 1st half, Fall 2022 2nd half).

### 9. 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 job board with postings from ARF members.
- **Digital Badge of Completion** – receive digital “badge” certificate to post on LinkedIn, resume, and work presentations.
- **Access to the ARF Knowledge Center** – gain access to ARF knowledge through the self-service tools in the Knowledge Center while in classes and for one year following graduation.
- **ARF Member Events** – attend ARF member events while in 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.

### 10. 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.

### 11. Who do I contact for more information or to register?

Contact the ARF Membership team at [arfcertification@thearf.org](mailto:arfcertification@thearf.org).