

NYU/ARF Certificate in Marketing Optimization and Insights

Level Up Your Skillset...With Your Boss's Support

Interested in enrolling in our [NYU/ARF Certificate in Marketing Optimization and Insights](#) program, but need to convince your boss? We can help.

Just copy and paste the below email, personalize it (see bold text), and let us do the convincing for you.

Dear **[INSERT YOUR BOSS'S NAME]**,

I'm writing to request your support for my professional development. As you're aware, I've been looking for opportunities to expand my skillset in marketing and data insights. I have recently come across the Marketing Optimization and Insights certificate program offered by NYU School of Professional Studies and the Advertising Research Foundation (ARF). This program will help me gain the necessary knowledge and expertise to further support **[INSERT YOUR ORGANIZATION'S NAME]**'s overall goals.

It's a four-course program featuring virtual sessions, independent work and live discussions. Designed to work around busy schedules, this program will provide me with the chance to learn about ground-breaking research techniques and tactics that can be applied directly to my role, from the industry's most established leaders.

I believe that this program will be beneficial not only for me but also for the company. By learning new skills, I can contribute more effectively to the team, and help our company/our clients keep up with the industry. Some of the courses I'm most excited about are:

[CHOOSE FOUNDATIONS AND THE THREE ELECTIVES MOST RELEVANT TO YOUR ROLE]

- **Foundations of Advertising & Marketing Analysis**

- *What I'll learn: How to establish campaign objectives and strategy, improve media planning and campaign evaluation tactics*

- **Achieving Consumer Centricity**

- *What I'll learn: How to make more strategic marketing decisions that focus on the consumer and drive positive business outcomes*

- **Campaign Effectiveness Measurement**

- *What I'll learn: An advanced proficiency in measurement acumen and capabilities across KPIs and outcome metrics*

- **Discovering and Testing the Key Consumer Insight**

- *What I'll learn: How to use foundational insights about consumers to create a robust consumer journey for a target audience*

- **Informing Creative Development**

- *What I'll learn: The optimal research approach to developing an impactful creative brief and messaging that resonates*

- **Media Assessment & Tactical Planning**

- *What I'll learn: How to plan and evaluate the impact of paid, owned and earned media*

Plus, this certificate program is taught by NYU professors and leading practitioners in our industry from companies like **iHeartMedia**, **Publicis**, and **Wunderman Thompson**, who bring their expertise and insights to the learning experience. Students from **COMPANY A**, **COMPANY B** and **COMPANY C [SEE LIST BELOW]** have already graduated from the program, and I think it's vital that we join the list.

I'm excited about the opportunity to apply what I learn to my work, our clients and make a positive impact on the company.

However, the cost of the program is **\$4,875 for ARF members**, which is beyond my personal budget. I'm hoping that the company can support my participation by contributing budget (or even tuition reimbursement) toward my professional development. I'm happy to share further details about how making this investment in my growth supports the company's growth goals.

Thank you for considering my request. I look forward to hearing back from you.

Sincerely,

[YOUR NAME]

Company Graduate List

Best Buy
BET
Chobani
DatafuelX
Dell
Dynata
Empower

Google
Harman International
Ipsos
IRI
Juniper Networks
Kantar
Levi's

Marketscience
Meta
Mindshare
Noom
Nexstar Media Group
NYTimes
Optum

Oracle
Paramount
SambaTV
Televisa
UM
Unilever
United Healthcare