



ARF/NYU Certificate in Marketing Optimization & Insights Reaches 100 Student Milestone

Registration for the next Fall cohort ends August 11

New York, NY (August 7, 2023) – The Advertising Research Foundation (ARF) today announced that 111 students have completed or are currently enrolled in the NYU/ARF Certificate in Marketing Optimization & Insights, established in partnership with NYU School of Professional Studies. The certificate is awarded to students who successfully complete the required Foundations course and three of six offered electives.

To date, 53 students have completed all coursework and graduated from the program. The most recent Spring and Summer graduates are from companies including: Best Buy, Chobani, Dell, Dynata, Empower MM, Genpacts, Horowitz Research, Juniper Networks, New York Times, Optum and the University of South Australia.

“Since I joined the ARF, our member companies have expressed the need for a comprehensive, relevant training program within the industry,” said Scott McDonald, president and CEO at ARF. “Today, it is incredible to see how that need has been fulfilled, and now extensively utilized, through our certificate program with NYU. I’d like to offer my congratulations to the graduates who have received practical, executable learnings to take back to their work, and look forward to welcoming the next cohort of students from all levels and disciplines within organizations.”

Taught by experienced marketing professionals, the NYU/ARF 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.

“As much of my day-to-day work is focused on the marketing operations side, this program has provided me with the knowledge and insights to have a more well-rounded understanding of Marketing and campaigns” said recent graduate Sanjiv Verma, Sr. MarTech Ops Manager, Juniper Networks Inc. “Gaining an in-depth understanding of topics like advertising strategy, media planning, and campaign measurement has broadened my perspective and improved my ability to collaborate with cross-functional teams. I would recommend this program to anyone in the industry, without hesitation.”

The next cohort, which starts on September 5, is currently accepting registrants through August 11. To learn more or enroll, contact arfcertification@thearf.org or visit thearf.org/nyucertificate

About The ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400



members from leading brand advertisers, agencies, research firms and media-tech companies.
For more information, visit www.thearf.org.