Advanced Analytics in Higher Education (Graduate Certificate)

ASU’s Mary Lou Fulton Teachers College is one of the top-ranked graduate colleges of education in the U.S. The graduate programs develop collaborative leaders who bring people and ideas together to enrich the lives of learners, amplify the impact of educators and improve the performance of education systems.

Program Description

Degree Awarded: Certificate Advanced Analytics in Higher Education
The graduate certificate program in advanced analytics in higher education prepares professionals to conduct the advanced analytics needed to support data-driven decision-making in all academic and operational areas of higher and postsecondary education.

The coursework addresses the application of data mining, predictive analytics, sentiment analysis and data visualization techniques to higher education-specific problems with the goal of preparing individuals at all levels to use data in their decision-making processes. Through real-world projects using commonly used tools, students apply the knowledge and skills learned while gaining an understanding of the security and ethical considerations of analytics.

At a Glance

- **College/School:** [Mary Lou Fulton Teachers College](#)
- **Location:** [Tempe campus](#) or [online](#)

Degree Requirements
15 credit hours

**Required Core (15 credit hours)**
- HED 603 Foundation of Data Analytics in Higher Education (1)
- HED 604 Analytics Process and Technology in Higher Education (2)
- HED 605 Data Management and Preparation for Higher Ed Analytics (3)
- HED 606 Advanced Analytic Methods for Higher Education (3)
- HED 607 Visualization and Presentation for Higher Education (3)
- HED 608 Trends in Advanced Analytic Methods for Higher Education (3)

**Admission Requirements**

Applicants must fulfill the requirements of both the Graduate College and the Mary Lou Fulton Teachers College.

Applicants are eligible to apply if they have earned a minimum of a bachelor's degree (business, economics, education, psychology or equivalent) or master's degree from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. personal statement describing the applicant's interests and reason for seeking this certificate
4. resume
5. proof of English proficiency

**Additional Application Information**

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

Applicants are required to have at least one year working in an education-related field and have taken at least one graduate or undergraduate statistics course, finishing with a grade of "B" (scale is 4.00 = "A") or better.

**Attend Online**

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information [here](#).
Career Opportunities

Students with expertise in advanced analytics are prepared to pursue educational careers in academic and operational areas in higher and postsecondary education.

Career examples include:

- college program director
- computer database architect
- data analyst
- database administrator
- data management specialist

Contact Information

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