

# MECLABS Institute offers scholarship for graduate certificate program

**Deadline is March 15, 2017 for applicants to the University of Florida's and MECLABS Institute's Communicating Value and Web Conversion graduate certificate program**

JACKSONVILLE, Fla., Feb. 13, 2017 /PRNewswire/ -- Today, MECLABS Institute announced a scholarship contest for applicants into the University of Florida (UF) / MECLABS Institute Communicating Value and Web Conversion graduate certificate program's summer 2017 semester.

To be eligible, candidates must apply and be accepted in the program. They should also submit an essay explaining what customer-first marketing means to them. They can do so by filling out the form at <https://www.meclabs.com/education/scholarship-contest-2017>. The MECLABS academic team will choose a winner, who will receive full tuition for the first of four three-credit-hour courses in the program.

MECLABS Institute worked with University of Florida to create the online graduate certificate program, first offering classes to students in summer 2016. The program, which blends MECLABS' research into fundamental marketing and communication principles with UF's recognition for excellence in online education, comes as agencies and brands strive to create products and services that set them apart.

Students who complete the certificate and are accepted to the master's degree can apply their credits to the specialization in Digital Strategy.

The certificate has a unique focus. It is the world's first (and only) graduate program focused specifically on how to help marketers increase conversion. The program teaches students how:

- To position their offer for a sustainable competitive advantage, no matter what product or service they are marketing;
- To apply the critical concepts and theories of offer response optimization, including systems for creating compelling offers, in order to optimize responses in digital and mobile environments;
- To master the fundamentals of online testing so they can develop a deep understanding of what their customers really want.

The courses are available to practicing marketers, advertisers, businesspeople, and others in the general public who are able to enroll as graduate-level students in the program without needing to take the GRE or GMAT. Working professionals can take the classes from anywhere in the world thanks to the web-based learning management system. Since UF is an accredited academic institution, many employees can use their company's tuition reimbursement program to fund their enrollment.

"This program is only possible because of the convergence of psychology, education and technology. Never before in the history of mankind have we had the internet to peer into the minds of prospects and customers and understand how they make choices. From the internet's earliest days, MECLABS Institute has leveraged this 'living lab' by testing more than 20,000 sales paths to help marketers see directly through the eyes of their customers," said Flint McGlaughlin, Managing Director and CEO at MECLABS Institute.

"From this research, we created patented methodologies which we've taught to businesses in certification programs for nearly 10 years. Which is why the University of Florida approached us about this program — they realized this educational content wasn't available anywhere else in the world. We are pleased to partner with UF to deliver a program aimed at sharing our discoveries," McGlaughlin said.

UF Associate Dean for Undergraduate Affairs and Enrollment Management and Director of Distance Education, Michael F. Weigold, Ph.D., remarked, "UF College of Journalism and Communication's mission is to foster world-class professional development through collaborations spanning the science and practice of communication. Our mission is to create a significant societal impact on a local, state, and global scale. UF's partnership with MECLABS is a testament to that mission, providing employees with graduate-level training to address the needs of their brands and agencies' clients. Our goal, and the goal of MECLABS, is transformation. Taking working adults who are unsure how to be effective...and providing them with the skills and understanding to do great things for their business or themselves."

For more information about the Communicating Value and Web Conversion graduate certificate program, visit <https://meclabs.com/uf> or contact Daniel Burstein at [daniel.burstein@meclabs.com](mailto:daniel.burstein@meclabs.com).

## About MECLABS Institute

Founded in 1997 and based in Jacksonville, Florida, MECLABS Institute is the world's largest research institute dedicated to discovering how people make choices.

MECLABS has been involved in direct Research Partnerships with companies throughout Asia, Europe and the Americas since 2001. As an institute focused on offer-response optimization particularly in the field of value exchange, the Institute is dedicated to taking an academic approach to improving the discipline of marketing by teaching its discoveries through workshops, online learning and a graduate-level program in partnership with the University of Florida.

MECLABS' two publishing subsidiaries – MarketingExperiments and MarketingSherpa – publish experiments and provide insights to the marketing community.

For more information about MECLABS, visit <https://meclabs.com/>.

### **About University of Florida**

The University of Florida is a public land-grant, sea-grant and space-grant research university and boasts many top-ranked colleges including Medicine, Business, Engineering and Law. Our students use more than 200 research, service and education centers, bureaus and institutes, with some of the most future-focused facilities led by some of the best minds in their fields. Rankings such as second among Forbes "Best Value Public Colleges" (2016) and second in Kiplinger's "Best Values in Public Colleges" (2015) are a result of UF's commitment to provide the highest quality education at the best value.

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