

Graduate Certificate in Marketing

The purpose of the Graduation Certificate in Marketing is to provide marketing, sales, and other related professionals or graduate students aspiring to pursue careers in marketing, with knowledge of:

1. How to strategically manage a company's marketing mix.
2. How to use digital marketing theory and tools to develop cutting-edge marketing.
3. How to gather, analyze, and interpret marketing-related data to make decisions.

Course Prerequisites

Students enrolled in courses for the Online Graduate Accelerated Programs (GAP) must be registered and pay all tuition, fees, and assessments by the program's deadline each semester.

Grading Policy

Candidates for the certificate will be expected to complete course requirements with a grade of C (2.0) or better (a grade of C- or lower is not acceptable), and a cumulative B (3.0) GPA across the curriculum.

Requirements

Required Courses

BUS 512	Marketing Management	3
BUS 513	Digital Marketing	3
Choose one (1) of the following:		3
BUS 520	Topics In Marketing	
MIS 523	Fundamentals of Business Analytics	
BUS 539	Leadership and Consumer Insights	
Or course approved by the MMO department		
Total Hours		9