Marketing, Professional Certificate

The professional Certificate in Marketing requires 15 s.h. of credit. Students must maintain a cumulative g.p.a. of at least 3.00 in work for the certificate. If students have completed any of the same courses for another certificate, they must consult their advisor to ensure they earn 15 s.h. to complete the certificate program.

The certificate is open to individuals who are fully employed and desire to complete the certificate to build their skills or to current Professional M.B.A. Program students. Students in the Professional M.B.A. Program may complete the certificate as they complete their degree; the certificate is designed to fit into the M.B.A. curriculum allowing students to earn the M.B.A. and the certificate without additional course work.

The study of marketing includes the activities and processes for creating, communicating, and delivering products and services that add value for customers. Students learn the foundations of marketing and build specialized skills in a diversity of marketing functions, including the newest concepts and tools in digital and social marketing.

The Certificate in Marketing requires the following course work.

<table>
<thead>
<tr>
<th>This course:</th>
<th>Four of these:</th>
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| MBA:8110 Marketing Management | MBA:8150 Business Analytics
|                      | MKTG:9010 Contemporary Topics in Marketing
|                      | MKTG:9015 Social Media Marketing for Business
|                      | MKTG:9120 Customer Relationship Management
|                      | MKTG:9150 Brand Management
|                      | MKTG:9165 Digital Marketing Analytics
|                      | MKTG:9170 Business to Business Marketing
|                      | MKTG:9190 International Marketing
|                      | MKTG:9310 Marketing Analytics
|                      | MKTG:9300 Applied Marketing Research
|                      | MKTG:9320 Strategic Brand Positioning
|                      | MKTG:9330 Product and Pricing Management
|                      | MKTG:9340 Customer Analysis
|                      | MKTG:9350 Marketing Communication and Promotions |

Admission

Admission decisions are based upon completed application materials, including academic performance and quality and quantity of work experience. Applicants must have an undergraduate or prior graduate cumulative g.p.a. of at least 2.75 and a minimum of 18 months of professional work experience after completion of their baccalaureate degree.

Applicants must be fully employed in a professional position to be considered.

Applicants whose first language is not English must score at least 100 (Internet-based) on the Test of English as a Foreign Language (TOEFL) or must have a successful admission interview. In place of TOEFL, the certificate program accepts satisfactory International English Language Testing System (IELTS) scores. See English Requirements for M.B.A. Admission on the Office of Admissions website.

Students can be admitted to only one of the four certificate programs at a time. Students must have earned a cumulative g.p.a. of at least 3.00 in previous certificate course work in order to be admitted to a subsequent certificate program.

Applications are accepted throughout the year; admission is for summer, fall, or spring entry.