

Marketing, Professional Certificate

Requirements

The professional Certificate in Marketing requires 12 s.h. of credit. Students must earn a cumulative grade-point average of at least 2.75 in certificate coursework.

The certificate is open to individuals with a desire to build their marketing knowledge and skills. It is also open to current Iowa MBA Program students. Students in the Iowa MBA Program may complete the certificate as they work toward their degree; the certificate is designed to fit into the MBA curriculum allowing students to earn the MBA and the certificate without additional coursework.

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.

Certificate courses are offered online and select courses may occasionally be offered in Des Moines at the John and Mary Pappajohn Education Center (JMPEC).

Not all courses listed are regularly offered. Students should consult MyUI for course availability and/or discuss course offerings with their advisor.

The Certificate in Marketing requires the following coursework.

Course #	Title	Hours
This course:		
MBA:8110	Marketing Management	3
Three of these:		
MKTG:9010	Contemporary Topics in Marketing	3
MKTG:9015	Social Media Marketing	3
MKTG:9120	Customer Relationship Management	3
MKTG:9155	Digital Marketing Insights, Strategies, and Applications	3
MKTG:9165	Digital Marketing Analytics	3
MKTG:9170	Business to Business Marketing	3
MKTG:9190	International Marketing	3
MKTG:9310	Marketing Analytics	3
MKTG:9320	Strategic Brand Positioning	3
MKTG:9330	Product and Portfolio Strategy	3
MKTG:9340	Customer Analysis	3
MKTG:9350	Marketing Communication and Promotions	3
MKTG:9370	Customer Experience	3

If MBA:8110 Marketing Management is waived, it must be replaced with another approved course from the preceding list.

Combined Programs

Certificate/Graduate Degrees

Students can pursue a professional Certificate in Marketing concurrently with their graduate degree. A separate application to each degree program is required. Applicants must be admitted to both programs before they may be admitted to the combined degree program.

With graduate program approval, students may count up to 9 s.h. from the professional certificate toward their graduate degree.

With approval from the professional certificate program, students may count up to 3 s.h. from any graduate degree program toward their certificate.

Students should contact their degree program and the certificate program to work out combined program details.

Admission

Admission decisions are based upon completed application materials, including academic performance along with quality and quantity of work experience. For specific guidelines, see Certificate-Only Admissions on the Tippie College of Business website.

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 the TOEFL, the certificate program accepts satisfactory International English Language Testing System (IELTS) scores or a Duolingo score of 120 or higher. For more information, see English Requirements for MBA Admission on the University of Iowa Admissions website.

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