Marketing, Professional Certificate

Requirements

The professional Certificate in Marketing requires 15 s.h. of credit. Students must earn a cumulative g.p.a. of at least 2.75 in certificate coursework. 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 with at least 18 months of postbaccalaureate professional experience and a desire to complete the certificate to build their skills, and 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 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.

The Certificate in Marketing requires the following coursework.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course:</td>
<td></td>
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</tr>
<tr>
<td>MBA:8110</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>Four of these:</td>
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<tr>
<td>MBA:8150</td>
<td>Business Analytics</td>
<td>3</td>
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<tr>
<td>MKTG:9010</td>
<td>Contemporary Topics in Marketing</td>
<td>3</td>
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<tr>
<td>MKTG:9015</td>
<td>Social Media Marketing for Business</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:9120</td>
<td>Customer Relationship Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:9150</td>
<td>Brand Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:9155</td>
<td>Digital Marketing Insights, Strategies, and Applications</td>
<td>3</td>
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<tr>
<td>MKTG:9165</td>
<td>Digital Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:9170</td>
<td>Business to Business Marketing</td>
<td>3</td>
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<tr>
<td>MKTG:9190</td>
<td>International Marketing</td>
<td>3</td>
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<td>MKTG:9310</td>
<td>Marketing Analytics</td>
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<td>MKTG:9320</td>
<td>Applied Marketing Research</td>
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<td>MKTG:9330</td>
<td>Strategic Brand Positioning</td>
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<td>MKTG:9340</td>
<td>Customer Analysis</td>
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<td>MKTG:9350</td>
<td>Marketing Communication and Promotions</td>
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</table>

Admission

Admission decisions are based upon completed application materials, including academic performance and quality and quantity of work experience. Applicants must have an undergraduate graduate cumulative g.p.a. of at least 2.75 or a graduate cumulative g.p.a. of at least 3.00, with at least 18 months of full-time 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 the 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.

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