

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.