

MARKETING (ADVANCED CERTIFICATE)

Marketing managers need an understanding of how to successfully manage products, services, supply chain systems, marketing communications, customers and the sales process. This certificate is designed to provide a set of courses that help marketing managers make decisions and manage operations to increase revenue and reduce costs. Individuals completing this certificate who are or become marketing managers will have insights as to how best to achieve a higher return on their marketing investments.

Students completing the Marketing Certificate will:

- Understand marketing concepts and be able to identify the stages of the product lifecycle.
- Make data driven decisions to improve the quality of products and marketing strategies.
- Apply knowledge about differences between buyers on culture, perceptions, preferences and behaviors for marketing decisions.
- Apply new, emerging technology and media in marketing strategies.

Curriculum

Code	Title	Credits
Preparatory Courses ¹		
ECO 503	Statistics for Managers with Excel	3
MKT 604	Marketing Management	3
Required Courses		
MKT 634	Consumer Behavior	3
MKT 648	Digital Marketing Strategies	3
Choose one of the following courses		3
MKT 632	Marketing Data Analytics	3
MKT 675	Service Marketing	3
Total Credits		21

¹ Up to 6 credit hours of preparatory courses can be waived depending upon prior course work. Students' transcripts will be evaluated by the Director of Graduate Business Programs.

Roadmap

First Year

Fall	Spring
ECO 503	MKT 675

MKT 604

Second Year

Fall

MKT 634

MKT 648