

Graduate Certificate in Marketing

At the **Worldwide Campus**, the Marketing Certificate is a 12-credit online program that covers aspects of marketing, from identifying target markets to developing and presenting effective messages. Marketing is a component of many industries globally, and students in this program use analytics in content marketing and study methods for developing marketing strategies. To begin this program, students must first complete MKTG 510, MKTG 511, MKTG 512, or MKTG 311.

Note: Certificate programs are not eligible for Title IV Federal Financial Aid unless taken as part of a degree program.

Program-Level Student Learning Outcomes

Students will:

- Apply marketing analytical tools with an emphasis on content marketing, optimizations and usage.
- Apply innovation and ethical approaches when developing marketing strategy and communications with stakeholders.

Worldwide Certificate Requirements

Choose Four of the Following:		12
MKTG 514	Professional Service Marketing	
MKTG 630	Customer Value	
MKTG 632	Global Marketing	
MKTG 633	Digital Marketing	
MKTG 640	Analytics in Marketing Decision-Making	

Total Credits	12
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Estimated Cost of Attendance: California Student Information (<https://catalog.erau.edu/student-life/student-affairs/california-student/>)