

Graduate Certificate in Marketing

Master marketing essentials Gain skills in content marketing, optimization and usage, and innovation and ethical approaches for marketing strategy development.

Certificate

prerequisites: MKTG 510, MKTG 511, MKTG 512 or MKTG 311 or documented competence and approval from the Department Chair.

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

Marketing

Certificate

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|----------------------|--------------------------------|-----------|
| MKTG 630 | Customer Value | 3 |
| MKTG 632 | Global Marketing | 3 |
| MKTG 633 | Digital Marketing | 3 |
| MKTG 514 | Professional Service Marketing | 3 |
| Total Credits | | 12 |

Certificate courses have limited offerings. Please consult with your advisor when planning your course/term enrollments.

Estimated Cost of Attendance

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.