

# Graduate Certificate in Marketing

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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**

MKTG 630	Customer Value	3
MKTG 632	Global Marketing	3
MKTG 633	Digital Marketing	3
MKTG 514	Professional Service Marketing	3
<b>Total Credits</b>		<b>12</b>

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

Estimated Cost of Attendance