

Marketing — Graduate Certificate

Code	Title	Hours
BUSI 7210	Strategic Marketing Management	3
Any 9 hours from the following:		9
BUSI 7250	International Business Ops	
MKTG 6350	Services Marketing	
MKTG 6380	Cust Insights & Mktg Solutions	
MKTG 6500	Digital Marketing	

The Graduate Certificate in Marketing is designed to provide advanced and specialized education for executives and professionals working in or planning to transition to the marketing field. The curriculum places emphasis on the core marketing concepts associated with meeting the needs and providing value to industry, the firm and the consumer. Collectively, this graduate certificate provides students rigorous training in marketing management with the development of expertise in designing and implementing effective marketing strategies.

Certificate Requirements (12 hours):

BUSI 7210 Strategic Marketing Management

Any 3 of the following:

MKTG 6350 Services Marketing

MKTG 6500 Digital Marketing

BUSI 7250 International Business Operations

New Course "Customer Insights and Marketing Solutions"