

# Marketing Management Graduate Certificate

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Effective Fall 2020, The Marketing Management Graduate Certificate will no longer be accepting applications

## Requirements

Students must complete the following six courses or appropriate substitutes if course waivers are appropriate:

|                              |                                  |           |
|------------------------------|----------------------------------|-----------|
| MKTG 5700                    | Integrated Marketing Strategies  | 3         |
| MKTG 5710                    | Consumer Motivation and Behavior | 3         |
| MKTG 5740                    | Marketing and Business Analytics | 3         |
| <b>Marketing Management:</b> |                                  |           |
| MKTG 5701                    | Marketing Planning and Strategy  | 3         |
| MKTG 5720                    |                                  | 3         |
| MKTG 5730                    |                                  | 3         |
| <b>Total Hours</b>           |                                  | <b>18</b> |

All course prerequisites and all course waivers are applicable. The Marketing department chairperson and the director of Graduate Studies in Business must approve substitute courses. In all cases, 18 hours (including at least 12 hours in Marketing) are needed to complete the certificate.

## Learning Outcomes

Upon completion of the program, certificate earners will be able to:

- Assess the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline (MKTG 5700)
- Demonstrate proficiency in marketing analytics and research skills (MKTG 5740)
- Describe how marketers design and adapt their campaigns and strategies based on the psychology of their buyers and the processes these buyers employ to learn about, select, use, and dispose of products (MKTG 5710)
- Develop, analyze, and evaluate strategic and tactical marketing plans and programs and to assess marketing performance (MKTG 5701)