

# MARKETING (GRADUATE CERTIFICATE)

## Description

The Marketing Graduate Certificate equips current and aspiring professionals with the foundational and advanced knowledge, tools, concepts, strategies, and tactics needed to effectively manage the value proposition of an organization and the customer-firm relationship. Another benefit of a marketing certificate is that it can be applied across all industries and sectors, for-profit and non-profit organizations. Students will gain key marketing skills, including how to research markets and understand customer behavior, and develop and maintain offerings of high value for customers. Students will also learn how to use analytical methods to make informed marketing decisions, and how to develop, deliver, price, and communicate a value proposition across digital and traditional channels. The certificate emphasizes digital marketing and analytics across its courses. By the end of the certificate program, students will have developed a practical, research-backed set of skills that prepares them for exciting career opportunities in marketing research and analytics, brand management, new product development and product management, or integrated marketing communication and digital marketing.

- Learners identify and evaluate opportunities for new product and service improvement and development.

### Value Creation and Communication

- Learners create, deliver, price, and communicate value propositions that resonate with targeted audiences.

### Marketing Strategies

- Learners develop effective marketing strategies and implementation plans that align with business goals and customer demands.

## Requirements

The certificate requires completion of four graduate level courses (12 credits).

Code	Title	Credits
<b>Required Course</b>		
ADMN 960	Marketing/Building Customer Value	3
<b>Elective Courses</b>		
Select three courses from the following: <sup>1</sup>		9
ADMN 852	Marketing Research	
ADMN 860	International Marketing	
ADMN 863	Marketing Analytics	
ADMN 864	New Product Development	
ADMN 865	Digital Marketing	
ADMN 898	Topics (Marketing Strategy)	
or ADMN 850	Marketing Strategy	
<b>Total Credits</b>		<b>12</b>

<sup>1</sup> Students who have completed the required course ADMN 960 through another certificate select four elective courses (12 credits).

## Student Learning Outcomes

### Program Learning Outcomes

#### Core Marketing Knowledge

- Learners understand core marketing principles and concepts.

#### Analytical Competence

- Learners leverage analytical tools to understand markets and customers, staying ahead of changing customer preferences and competitive dynamics.

#### Innovation and Product Development