

Marketing Certificate

Marketing Certificate Requirements

18 credits

Code	Title	Hours
STAT 2040	Business Statistics (Prerequisite: ISA 2010 and GE MATH)	3
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 3450	Consumer Behavior	3
MKTG 3500	Digital Marketing	3
MKTG 4100	Marketing Research	3
MKTG 4800	Marketing Strategy	3

Completion Requirements

1. Grade C- or higher in each required discipline course.
2. GPA 2.5 or higher in required discipline courses.

Marketing Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Develop a marketing research study and prepare and present the findings.
5. Create a comprehensive integrated marketing plan for a new product introduction.