

CERTIFICATE IN STRATEGIC MARKETING

Requirements

Effective Summer 2016

Additional coursework may be required due to prerequisites.

Code	Title	Credits
Select three courses from the following:		9
MKT 320	Integrated Marketing Communications	
MKT 330	Business Customer Relationships	
MKT 364	Product Design	
MKT 440	Pricing and Financial Analysis in Marketing	
Program Total Credits:		9