

CERTIFICATE IN STRATEGIC MARKETING

The Strategic Marketing certificate provides experience in marketing decision-making and planning. Students will be exposed to frameworks and concepts that are central to developing marketing strategies. Courses that center on different components of marketing will provide experience in addressing a wide variety of marketing problems.

Learning Objectives

This certificate will provide students with frameworks for assessing the marketing environment and developing appropriate and effective marketing strategies. Students will gain significant experience in marketing decision making across key areas, including advertising/promotion, pricing, channels of distribution, and product development.