

# GRADUATE CERTIFICATE IN MARKETING MANAGEMENT

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## Requirements Effective Fall 2023

Additional coursework may be required due to prerequisites.

| Code                                            | Title                                    | Credits  |
|-------------------------------------------------|------------------------------------------|----------|
| BUS 655                                         | Marketing Management                     | 2        |
| BUS 656                                         | Marketing Strategy and Planning          | 2        |
| Select five credits from the following courses: |                                          | 5        |
| MKT 568                                         | Sport Marketing                          |          |
| MKT 610                                         | Qualitative Marketing Research Methods   |          |
| MKT 611                                         | Quantitative Marketing Research Methods  |          |
| MKT 621                                         | Search Engine Marketing and Optimization |          |
| MKT 661                                         | Consumer Behavior                        |          |
| MKT 662                                         | Strategic Selling for Business Customers |          |
| MKT 667                                         | Services Marketing Management            |          |
| MKT 670                                         | Digital Marketing                        |          |
| <b>Program Total Credits:</b>                   |                                          | <b>9</b> |

\*This certificate may have courses in common with other graduate certificates. A student may earn more than one certificate, but a given course may be counted only in one certificate.