

GRADUATE CERTIFICATE IN MARKETING MANAGEMENT

The Graduate Certificate in Marketing Management provides students with a foundation in marketing and the opportunity to acquire an in-depth understanding of marketing topics. The initial required courses introduce marketing concepts. Students develop marketing strategy and planning skills in a second required course. Elective courses allow students to develop deeper knowledge in areas of interest, including sales management, consumer behavior, services marketing, search engine optimization, and market research. The program should benefit current MBA students as well as business people seeking to gain additional marketing knowledge. The program stresses application and targets working managers.

Students interested in graduate work should refer to the Graduate and Professional Bulletin (<http://catalog.colostate.edu/general-catalog/graduate-bulletin/>).

Learning Objectives

Students will:

1. Define and examine in-depth all elements of marketing management, marketing strategy, and the various sub-fields of marketing including consumer behavior, marketing research, sales, services marketing, and digital marketing.
2. Explain how various environments impact markets and strategies, including economic, legal, regulatory, cultural, and competitive environments.
3. Describe various types of personal consumers by their primary and secondary purchasing characteristics, including demographics, psychographics, culture, and other characteristics.
4. Describe characteristics of business-to-business transactions, including differences in markets and products, differences in the purchasing process, and the formation and termination of relationships.
5. Define key elements of marketing strategy, including market segmentation, target market, pricing strategies, and various go-to-market strategies.
6. Master key elements of product development and design, including branding strategies.
7. Design and build market research studies of both a qualitative and quantitative nature, including interpretation of data and managerial implications of such interpretation.
8. Apply a process for developing a marketing strategy: a) analyze customers, competitors, company, and context; b) develop a positioning; and c) develop a marketing strategy based on a target market with integrated decisions on price, promotion, place, and product.