

CERTIFICATE IN MARKETING COMMUNICATION AND BRANDING

The Marketing Communication and Branding certificate is designed to train for effectively communicating with customers across a variety of channels and in developing effective branding strategies. Students completing this certificate could pursue employment at an ad agency or an agency specializing in branding, digital marketing, or sales promotion. Students gain knowledge, skills, and experiences for employment as a marketing communications or digital marketing specialist.

Learning Objectives

This certificate provides students with an in-depth understanding of the concepts, issues, terminology and methodologies related to the discipline and practice of branding and marketing communication design.

Requirements

Effective Summer 2016

Additional coursework may be required due to prerequisites.

Code	Title	Credits
MKT 315	Marketing Communication Design	3
MKT 320	Integrated Marketing Communications	3
MKT 370	Digital Marketing	3
Program Total Credits:		9