

# 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.

## 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