

# 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.