



GRADUATE CERTIFICATE IN **Marketing**

Certificate Description

This certificate provides experienced professionals who possess a Bachelor degree the ability to obtain specialization in the field of Marketing to grow professionally.

Strategic Marketing—MKT651—In this course students will consider the strategic implications of buyer behavior, market segmentation and product positioning, product policy, pricing, distribution, sales force management, advertising management, and market research.

Outcomes:

- Integrate marketing concepts and principles into coherent strategic marketing plan.
- Apply creative and analytical abilities in making complex business decisions involving tactical and strategic marketing problems.
- Application of CRM concepts and techniques to businesses.
- Create a professional portfolio which may include offering opportunities to complete assignments for real clients.

Research Methods in Marketing—MKT 655—This course provides a systematic approach to structure, implementation, and analysis of marketing research for decision making. This course will focus on analysis of information about the customer as well as information about the customer's wants and needs for the purposes of developing marketing promotional campaigns, developing new products and refining current product offerings, and improving customer service efforts.

Outcomes:

- Discuss the role of systematic data-gathering and analysis in making marketing decisions.
- Translate a marketing problem into a feasible research question.
- Develop effective research surveys and questionnaires
- Locate and analyze external information
- Organize and analyze internal information.
- Apply critical thinking skills to analyze business situations.
- Discuss the opportunities provided by technology for businesses.
- Recognize situations that present potential legal and ethical issues and develop solutions for those issues.
- Use effective communication techniques.



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International Marketing—MKT 660—This course provides the background to make marketing decisions at the international level. The course examines issues involving trends, factors, and forces (such as institutions, culture, politics, law, and environment) that affect global marketing activities.

Outcomes:

- Differentiate between international and domestic marketing.
- Discuss cultural diversity and ethnicity, race, class, and gender perspectives as they relate to international markets
- Evaluate marketing strategies of multinational corporations.
- Identify the major regional trading regions and market groups.
- Discuss some of the basic issues involved in developing and executing an international marketing strategy.
- Develop a marketing plan to introduce a product or service into a foreign country.
- Apply critical thinking skills to analyze business situations.
- Discuss the opportunities provided by technology for businesses.
- Recognize situations that present potential legal and ethical issues and develop solutions for those issues.
- Use effective communication techniques.

Product and Brand Management—MKT 665—Students will consider the product and brand management decisions that must be made to build and manage brand equity.

Outcomes:

- Understand the essentials and processes of New Product Development.
- Understand test marketing, product introduction and commercialization of new products to market.
- Discuss and understand the Benefits of branding; Brand attributes and Significance of brand equity.
- Discuss and understand the leveraging of brand as a sustainable competitive advantage.
- Demonstrate a working knowledge of designing and developing successful brands.