

Marketing Management Certificate

The certificate in Marketing Management will help students understand the marketing environment and consumers' needs and expectations. Students completing this certificate will have a clear understanding of how to approach marketing: understanding the market, setting goals, and establishing, managing, and executing a marketing plan. Students will have the ability to articulate challenges marketers have in the non-profit sector, and contrast these with marketing in the for-profit sector.

Required Courses (9 credit hours):

- MGMT 2401 Introduction to Marketing*
- MGMT 2402 Marketing for the Not-for-profit Sector
- COMM 3402 Marketing Communications

*Students will be required to complete MGMT 1301.03 and MGMT 1302.03 before registering for these courses.

Students must obtain a minimum grade of B- for all courses counted toward the certificate.

To graduate with the Certificate, students must apply to graduate with a Certificate per the timelines determined by the Registrar's Office.