

M.S. IN MANAGEMENT PROGRAM: EXECUTIVE CERTIFICATE IN MARKETING

Executive Certificate in Marketing

Prerequisite Requirement (3 options to complete the prerequisites):

- **Option 1:** Applicants who wish to enroll in the Executive Certificate in Marketing must have completed the following undergraduate marketing courses: Principles of Marketing and Marketing Research.
- **Option 2:** Applicants must 3 or more years of experience in a marketing-related job role as ascertained by a letter of recommendation and the role description. These application decisions will be made by the graduate coordinator in consultation with a department graduate advisory board.
- **Option 3 (In addition to option 2 as needed):** If the applicant has not taken a Marketing class in their undergraduate program, they must complete the undergraduate prerequisites outlined in Option 1. In addition, they will be required to complete graduate-level BA912: Marketing Management.

Required Courses

Code	Title	Credits
BA-920	Global Marketing Management	3
BA-921	Consumer Behavior	3
BA-922	Research Methods for Marketing Decisions	3
BA-923	Integrated Marketing Communications	3
Total Credits		12