

MARKETING - CERTIFICATE

Mays Business School offers a Marketing Certificate. The purpose of the certificate is to teach the fundamental knowledge and tools necessary for an MBA level career in marketing, including those for marketing analysis, consumer behavior, and services and product marketing. The certificate is only open to MBA students.

This program is also approved for delivery via asynchronous or synchronous distance education technology.

Program Requirements

Code	Title	Semester Credit Hours
MKTG 613	Marketing Management	1-3
Select three of the following: ¹		9
MGMT 639	Negotiations in Competitive Environments	
MGMT 658	Managing Projects	
MKTG 625	Marketing Analytics and Data Visualization	
MKTG 650	Analyzing Consumer Behavior	
MKTG 656	Branding and Marketing Communication	
MKTG 671	Innovation and New Product Launch	
MKTG 673	Services Marketing	
MKTG 685	Directed Studies	
MKTG 689	Special Topics in...	
ISTM 660	Applied Predictive Analytics for Business	
Total Semester Credit Hours		12

¹ List of courses, prepared by the certificate coordinator, that may be taken as prescribed elective courses.