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.

**Program Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 613</td>
<td>Marketing Management</td>
<td>1-3</td>
</tr>
</tbody>
</table>

**Elective courses**

Select three of the following:

- MKTG 673 Services Marketing
- MKTG 671 Product Innovation
- MKTG 650 Analyzing Consumer Behavior
- MKTG 656 Branding and Marketing Communication
- MKTG 625 Marketing Analytics I

**Total Semester Credit Hours**

12

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