

# MARKETING - CERTIFICATE

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## Program Requirements

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

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