

MARKETING - GRADUATE CERTIFICATE

Important: This certificate plan is effective for those starting in the fall 2022 through summer 2023. This certificate plan will remain in effect for students who do not break enrollment or who do not change certificates.

Code	Title	Hours
Core Courses		
BUSI 520	Strategic Marketing Management	3
BUSI 612	Marketing Promotions	3
BUSI 614	Marketing Research	3
Total Hours		9

Notes

- Students who want to apply certificate courses to a graduate degree program will have to abide by the GPA and grade requirements of that degree

Completion Requirements

- 9 total hours
- A maximum of 50% of the program hours may be transferred if approved and allowable
- 2.0 GPA
- No grade of D may be applied to the degree (includes grades of D+ & D-)
- Certificate must be completed within 3 years
- Submission of Certificate Completion Application must be completed within the last semester of a student's anticipated graduation date

Program Offered in Online Format