

# MARKETING - GRADUATE CERTIFICATE

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**Important:** This certificate plan is effective for those starting in the fall 2024 through summer 2025. This certificate plan will remain in effect for students who do not break enrollment or who do not change certificates.

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

## 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