

MARKETING GRADUATE CERTIFICATE

Purpose

The Graduate Certificate in Marketing is designed to provide students with advanced knowledge of foundational marketing management concepts. Students are given opportunities to analyze data and perform planning for promoting products or services while integrating biblical worldview perspectives.

Program Learning Outcomes

The student will be able to:

- Apply marketing concepts used by marketing managers to support decision-making.

Admission Requirements

Please refer to the Admissions Requirements Matrix for Certificates in the Graduate Admissions section of this Catalog.

Program of Study

Delivery Format: Online Only

- Marketing - Graduate Certificate

Career Opportunities

- Community Relations Coordinator
- Digital Marketing Manager
- Digital Media Graphic Designer
- Media Coordinator
- Project Manager
- Public Relations Manager
- Sports Marketing Manager

Additional education or training may be required for some jobs or occupations. Conferral of a certificate does not guarantee job placement.