

ONLINE GRADUATE CERTIFICATE IN MARKETING

Today's marketers need a wide range of skills and knowledge to help their organizations stand out. The Graduate Certificate in Marketing spans key topics that are relevant in today's ever-changing landscape. You'll gain a solid understanding of marketing research, product and brand management, and internet marketing in the certificate core curriculum, and then choose two elective courses where you can dig deeper into topics that are important to you and your career. Lubar academic faculty, together with experienced marketing executives, will bring their real-world experience to the classroom, providing you with the knowledge you need to rise above the crowd.

This program can be completed as a standalone certificate or in combination with a master's degree program.

Curriculum

Students who wish to earn a Graduate Certificate in Marketing must complete the required 15 graduate credit hours with an overall GPA of 3.00 or better. The curriculum consists of five required courses:

Required Core Courses (9 Credits)

BUS ADM 762 Marketing Research

BUS ADM 765 Strategic Product and Brand Management

BUS ADM 894 Internet Marketing

Elective Courses (6 Credits)

Choose **two** from the following:

BUS ADM 544 New Product Development

BUS ADM 761 Seminar in Marketing (current topics)

BUS ADM 763 Marketing Analytics

BUS ADM 764 Buyer Behavior and Marketing Communications

BUS ADM 766 Marketing for Nonprofit Organizations

BUS ADM 769 Database Marketing

BUS ADM 806 International Marketing

Students may enter the program in the summer, fall, or spring semester. A maximum of one three-credit course from another college or university may be considered for transfer to the Certificate program. There is a time limit of three years from initial enrollment for completion of the Certificate program.

Admission

Those who wish to enroll in the Certificate program must, at a minimum, have completed a bachelor's degree with an overall GPA of 2.75 or better. Students may apply to the Graduate School for the certificate program alone, or they may pursue the certificate in combination with the MBA program or MS in Management program at the Lubar College of Business.

Admission to the Certificate program requires transcripts before the application can be processed. Transcripts must be sent directly to the Graduate School, University of Wisconsin-Milwaukee, P.O. Box 340, Milwaukee, WI 53201, from the institution. The Graduate School needs only the transcript of the highest degree earned. The application is online at **graduateschool-apply.uwm.edu**.

For Further Information:

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lubar.uwm.edu/marketing