When you need to know more than just the "four P's" (product, price, promotion, place) of marketing, select coursework within our Graduate Marketing Certificate. From brand management to market research, you'll gain a better understanding of what it takes to manage the marketing function of an organization.

GET STARTED  CALL US 844.YES.UOPX

Objectives
Students in the Marketing Certificate program will develop an understanding of marketing concepts and applications. Students will develop and communicate innovative approaches to stakeholders in a socially responsible manner and will be well positioned for several professionally recognized marketing certification exams. The Marketing Certificate is designed for students who want to enhance their marketing skills, enter the marketing profession, or complete additional coursework required for several professionally recognized marketing certification exams.

Requirements and Prerequisites
Graduate Marketing Certificate requires a minimum of 15 credits, which may come from a combination of required and elective courses.

Core Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
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<tbody>
<tr>
<td>Marketing</td>
<td>MKT571</td>
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<tr>
<td>Product Design And Development</td>
<td>MKT593</td>
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<tr>
<td>Integrated Marketing Communications</td>
<td>MKT544</td>
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<tr>
<td>Technology Applications &amp; E-marketing</td>
<td>MKT552</td>
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<tr>
<td>Consumer Behavior</td>
<td>MKT554</td>
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<tr>
<td>Advanced International Marketing</td>
<td>MKT562</td>
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</tbody>
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Make an informed choice
We believe that students and families should be prepared financially for college and understand gainful employment opportunities before starting any program. So we want to ensure you have the information you need to make an informed choice - information like what it will cost, the skills you'll learn through your chosen program, and the types of occupations the program prepares you for. For important information about the educational debt, earnings, and completion rates of students who attended this program:

To view gainful employment disclosures, please visit:
View the Graduate Marketing Certificate gainful employment disclosures [http://www.phoenix.edu/ssl/programs/ge/default/cert-g-mkt.html]

While widely available, not all programs are available in all locations or in both online and on-campus formats. Please check with a University Enrollment Representative.