

Approx. program length:

7 months

Credits:

15

Cost per credit:

\$698

[Tuition Guarantee](#)

Format:

Online

Gain advanced marketing skills

Go beyond the basics and help position yourself for career opportunities within your organization with a Graduate Marketing Certificate. Perfect for working adults, our online certificate can be completed in short, manageable courses that fit into your life.

In this Graduate Marketing Certificate program, you'll learn to:

- Increase product awareness
- Influence customers
- Understand product design and development
- Communicate innovative approaches to stakeholders
- Utilize technology and e-marketing strategies
- Compete globally

Whether you're looking to enter the marketing profession or enhance your marketing skills our Graduate Marketing Certificate can help you meet your professional goals.

What sets us apart?

Tuition Guarantee

We promise you'll keep the same affordable tuition until you graduate from your program. Count on tuition to be as dependable as your education.

Learn on your schedule

Designed to fit into the lives of busy working adults, our Graduate Marketing Certificate can be completed in short, manageable, 6-week courses.

Learn from instructors who know business

Taught by industry professionals with an average of 25 years of experience, our certificate courses integrate real-world business principles that can help position you for a variety of careers.

Networking opportunities

Access powerful networking tools through our PhoenixLink™ career services platform. Take advantage of personal career coaching. Search and apply for jobs, or make your resumé visible to employers. And connect with employers and alumni through career fairs and mixers. It's all about connections. And we help you make them.

The goal of accreditation is to ensure that education provided by institutions of higher education meets acceptable levels of quality. Accreditation is your assurance the University meets quality standards.

Institutional accreditation

Regional accreditation is an institution-level accreditation status granted by one of six U.S. regional accrediting bodies. Accreditation by more than one regional accrediting body is not permitted by the U.S. Department of Education.

University of Phoenix is accredited by the Higher Learning Commission (HLC), hlcommission.org. Since 1978, University of Phoenix has been continually accredited by the Higher Learning Commission and its predecessor.

Course length:

6 weeks

Total credits required:

15

Max. number of transfer credits:

3

Requirements and prerequisites

You'll need 15 credits from a set of required courses to complete this certificate program. Required courses may vary based on previous experience, training or transferable credits.

Transfer credits

Earn your certificate faster. [Transfer eligible college credits](#) or apply to [have relevant experience evaluated](#) for potential college credit. Contact an enrollment representative at 844.YES.UOPX for more information.

Core courses

- MKT552: Technology Applications & E-marketing
- MKT562: Advanced International Marketing
- MKT593: Product Design And Development
- MKT571: Marketing
- MKT544: Integrated Marketing Communications
- MKT554: Consumer Behavior