

Approx. program length:

**7 months**

Credits:

**15**

Cost per credit:

**\$698**

[Tuition Guarantee](#)

Format:

**Online**

## Graduate Marketing Certificate

In a sea of sameness, marketing can mean the difference between a product standing out or blending in. In as little as seven months, our Graduate Marketing Certificate can help you gain the skills to differentiate products and win consumers' hearts and minds. Courses in this program are just 6 weeks long, so they won't get in the way of your busy life.

### You'll learn how to:

- Increase product awareness
- Understand product design and development
- Communicate innovative approaches to stakeholders
- Use technology and e-marketing strategies

## Institutional accreditation

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

Total credits required:

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**15**

## Requirements and prerequisites

You'll need 15 credits to complete this Graduate Marketing Certificate online.

## 5 Core Courses

Here's where you'll pick up the bulk of your program-specific knowledge. By the time you finish these courses, you should have the confidence and skills needed in this field.

- MKT/574: MARKETING: SOCIAL, MOBILE, AND ANALYTICS
- MKT/554: CONSUMER BEHAVIOR
- MKT/544: INTEGRATED MARKETING COMMUNICATIONS
- MKT/562: ADVANCED INTERNATIONAL MARKETING
- MKT/593: PRODUCT DESIGN AND DEVELOPMENT

## Schedule

Your academic counselor will help schedule your courses for a Graduate Marketing Certificate online.