Marketing Certificate (Undergraduate)

Approx. program length: 7 months
Credits: 18
Cost per credit: $398
Format: Online & Campus

Flex your marketing muscle

Creative and bold marketing professionals can be the difference between a company that stands out and a company that blends in. Gain specialized skills to prepare for this fun and fast-paced field by pursuing our Marketing Certificate. Taught by industry professionals with an average of 25 years of experience, our courses integrate real-world business and marketing principles.

In this Marketing Certificate program, you'll learn about:

- Product and brand management
- Market research
- Consumer behavior
- Small business marketing tactics
- How to identify customer needs

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 the lives of working adults, our Marketing Certificate program can be completed in short, manageable, 5-week courses.

Learn from experienced instructors
Taught by industry professionals with an average of 25 years of experience, our courses integrate real-world business principles that can 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.
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Course length: 5 weeks
Total credits required: 18
Max. number of transfer credits: 3

Requirements and prerequisites

You'll need 18 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

- MKT440: Fundamentals Of Digital Marketing
- MKT444: Hospitality Marketing
- MKT431: Small Business Marketing
- MKT441: Marketing Research
- MKT435: Consumer Behavior
- MKT498: Integrated Marketing Strategy
- BRM353: Product And Brand Management
- MKT438: Public Relations
- MKT421: Marketing

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.