

# Marketing Certificate (Undergraduate)



Approx. program length:

**7 months**

Credits:

**18**

Cost per credit:

**\$398**

[Tuition Guarantee](#)

Format:

**Online & campus**

## Marketing Certificate (Undergraduate)

Without creative and bold marketing, an organization just blends in. Learn how to help yours stand out with our Marketing Certificate (Undergraduate). In as little as seven months, you can gain the specialized skills to win consumers' hearts and minds. And since courses are just 5 weeks long, they won't get in the way of your busy life.

### You'll learn how to:

- Manage the branding of your product
- Conduct product research
- Influence consumer behavior
- Market a small business
- Identify what consumers need

## 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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**18**

## Requirements and prerequisites

You'll need 18 credits to complete this undergraduate marketing certificate. Your course schedule may vary based on previous experience, training or transferable credits.

## 6 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/421T: MARKETING
- MKT/435: CONSUMER BEHAVIOR
- BRM/353: PRODUCT AND BRAND MANAGEMENT
- MKT/441: MARKETING RESEARCH
- MKT/438: PUBLIC RELATIONS
- MKT/498: INTEGRATED MARKETING STRATEGY

## Schedule

Your academic counselor will help you schedule courses for a Marketing Certificate (Undergraduate).