

MARKETING GRADUATE CERTIFICATE

Banner Code: BC-CERG-MKTG

Graduate Program Office

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Administration

- Bret Johnson, Academic Director

Admissions & Policies

Admissions

Full eligibility and admission requirements can be viewed on the program website (<https://business.gmu.edu/programs/graduate/admissions/>).

Policies

Students may use the credits completed as part of their graduate degree requirements in accordance with program requirements and AP.6 Graduate Policies (<https://catalog.gmu.edu/policies/academic/graduate-policies/>). The time limit for completion is six years from the date of admission to the graduate certificate. Students must have a minimum GPA of 3.00 to complete the certificate.

All students registering for Costello College of Business graduate courses must have graduate standing. Non-degree student status is not available.

Graduate level courses offered by the Costello College of Business cannot be audited.

Requirements

Certificate Requirements

Total Credits: 12

This certificate may be pursued on a full-or part-time basis.

Code	Title	Credits
Required Courses		9
MKTG 615	Digital Marketing Strategy	3
MKTG 623	Marketing Strategy	3
or GBUS 623	Marketing Management	
or MBA 623	Marketing Management	
MKTG 651	Marketing Research	3
or GBUS 721	Marketing Research	
or MBA 721	Marketing Research	
Total Credits		9

Code	Title	Credits
Restricted Electives		
Select one course from the following:		3
GBUS 720	Marketing Analytics	

or MBA 720	Marketing Analytics
MBA 718	International Marketing
MBA 724	Marketing Communications
MKTG 612	Consumer Behavior
or MBA 722	Consumer Behavior
MKTG 652	Customer Analytics
MKTG 697	Special Topics in Marketing
MSBA 625	Exploratory Data Analysis and Visualization
Total Credits	3

Program Outcomes

Program Outcomes

Students will learn to identify and define marketing opportunities and problems faced by organizations and to develop and implement marketing strategies that align with an organization's goals. Graduates of the proposed certificate program will be able to analyze consumer behavior and market trends, develop comprehensive marketing plans, and utilize data-driven approaches to strategic marketing decisions.