

UNDERGRADUATE EMBEDDED CERTIFICATE IN MARKETING

Course must be taught by a College of Business Marketing faculty member.

Marketing is the activity of business that is primarily responsible for developing the sales revenue of the firm. As such, marketing is concerned with developing new products and services and improving the existing offering to develop a steady and profitable sales stream. There are many supporting activities that have an impact on sales, including personal selling and promotion and developing good trade relationships for which marketing is responsible. The marketing of technology-based products is growing in importance along with international aspects of marketing, and these subjects are addressed.

Program of Study

The Scheller College of Business offers a Certificate in Marketing to both Business Administration and Non-business administration majors.

To qualify for the Marketing Certificate, students must earn at least a "C" in MGT 3300, and must earn a "B" average in MGT 3310 or MGT 4312 and the three electives.

Code	Title	Credit Hours
Pre-requisite before completing certificate:		
MGT 3300	Marketing Management I ¹	3
Select one (1) course from the following (Group A): ^{1,2}		3
MGT 3310	Marketing Research: Analytics	
MGT 4312	Marketing Research: Tools and Design	
Select three (3) from the following (Group B): ^{1,2}		9
MGT 3312	Pricing Strategy and Analytics	
MGT 3313	Social Media Marketing	
MGT 3325	Product Planning	
MGT 4303	Personal Selling and Sales Management	
MGT 4304	Strategic Brand Management	
MGT 4307	Strategic Marketing	
MGT 4308	Advertising & Promotion: Integrated Marketing Communications	
MGT 4309	Services Marketing	
MGT 4311	Digital Marketing	
MGT 4314	Understanding Markets with Data Science	
MGT 4331	Consumer Behavior	
MGT 4332	Database and CRM Strategy	
MGT 4335	International Marketing	
MGT 4345	Marketing Practicum	
MGT 4803	Special Topics in Management (Sustainable Marketing)	
MGT 4803/	Special Topics in Management (Startup Lab)	
COE 2701/		
CS 2701		
MGT 4910	Special Problems ³	
Total Credit Hours		15

¹ Must complete with a 'C' grade or higher

² Must earn a 'B' average in MGT 3310 or MGT 4312 and three electives

³ Consult your Academic Advisor for approval to use one Special Problems MGT 4910 course (3 credit hours) for a certificate elective.