

Brand Management, Graduate Certificate

Northeastern University D'Amore-McKim School of Business' Graduate Certificate in Brand Management (https://damore-mckim.northeastern.edu/programs/brand-management-certificate/?utm_medium=content&utm_source=catalog&utm_campaign=dmsb-melt-evg-glo-comp-bos-bus-gcbm-con-2022_02_25-gcbm_catalog) helps students create and manage brands that resonate with consumers. Students develop a strategic mindset and specialized skills equipped for today's dynamic digital marketing environment.

In just four courses—with an option to take a fifth to deepen your learning—you'll learn how to develop an integrated brand strategy that helps position an organization for growth. Your coursework will explore the brand-building process across platforms, and you'll choose electives that take a deeper look at topics such as consumer behavior, marketing research, and innovation.

Students may enroll in our Graduate Certificate in Brand Management for part-time study.

Program Requirements

Core Requirements

| Code | Title | Hours |
|-----------|---|-------|
| MKTG 6200 | Creating and Sustaining Customer Markets | 3 |
| MKTG 6230 | Driving Marketing Performance: Measure, Analyze, Profit | 3 |

Electives

| Code | Title | Hours |
|---|---|-------|
| In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met: | | 6 |
| MKTG 6210 | Marketing Research | |
| MKTG 6214 | New Product Development | |
| MKTG 6218 | Managing Customer Engagement in a Service World | |
| MKTG 6226 | Consumer Behavior | |
| MKTG 6230 | Driving Marketing Performance: Measure, Analyze, Profit | |

Program Credit/GPA Requirements

12 total semester hours required; may take a maximum of 15 semester hours

Minimum 3.000 GPA required