

# 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\\_source=internal-referral&utm\\_medium=nu-catalog&utm\\_campaign=GCBM](https://damore-mckim.northeastern.edu/programs/brand-management-certificate/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=GCBM)) 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 students 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.

## Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

## 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