

# Marketing, Graduate Certificate

Northeastern University D'Amore-McKim School of Business' Graduate Certificate in Marketing ([https://damore-mckim.northeastern.edu/programs/marketing-certificate/?utm\\_source=internal-referral&utm\\_medium=nu-catalog&utm\\_campaign=gcm](https://damore-mckim.northeastern.edu/programs/marketing-certificate/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=gcm)) prepares students to leverage digital marketing tools to capitalize on trends and communicate powerfully with an audience.

In just four courses—with the option to take a fifth course to deepen their knowledge base—students learn how technology transforms the ways companies engage their customers. They dive into topics such as social media, marketing research, consumer behavior, marketing analysis, planning and strategy, 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 Requirement

Code	Title	Hours
MKTG 6200	Creating and Sustaining Customer Markets	3

## Electives

Code	Title	Hours
In consultation with advisor, complete 9 graduate-level semester hours from the following for which prerequisites have been met:		9

MKTG 6210	Marketing Research
MKTG 6212	International Marketing
MKTG 6214	New Product Development
MKTG 6216	Market Focused Strategy
MKTG 6218	Managing Customer Engagement in a Service World
MKTG 6222	Digital Marketing
MKTG 6223	Brand and Advertising Management
MKTG 6224	B2B and Strategic Sales
MKTG 6226	Consumer Behavior
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit
MKTG 6234	Marketing Analytics

## Program Credit/GPA Requirements

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

Minimum 3.000 GPA required