

# Marketing, Graduate Certificate—Online

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

Students will take one required course and complete an additional 9 elective credits. Coursework introduces students to theories and case studies, the exploration of influence behavior, and how to drive customers to make purchase decisions. They may study the latest trends in technology, new media, mobile platforms, branding, and technology adoption in emerging markets through elective options.

Students may enroll in our Online Graduate Certificate in Marketing for online study.

## Program Requirements

### 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 6212	International Marketing	
MKTG 6214	New Product Development	
MKTG 6216	Market Focused Strategy	
MKTG 6218	Managing Customer Engagement in a Service World	
MKTG 6223	Brand and Advertising Management	

### Program Credit/GPA Requirements

12 total semester hours required

Minimum 3.000 GPA required