

# MARKETING, POST-BACCALAUREATE CERTIFICATE

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The purpose of the 12 credit-hour Post-Baccalaureate Certificate in Marketing is to provide professionals with specialized knowledge in the marketing field. The certificate is only offered online.

For information regarding deadlines and requirements for admission, please see <https://grs.uncg.edu/programs/>.

In addition to the application materials required by the Graduate School, applicants must submit an admission essay, answering specific prompts, an introductory video and relevant reasons for pursuing the certificate. An interview may be required.

Qualified applicants will have relevant managerial experience indicating increasing levels of managerial responsibilities.

Course work taken as part of the certificate program may be applied towards the M.B.A. degree in accordance with the policies of the Graduate School.

## Certificate Program Requirements

**Required:** 12 credit hours

Code	Title	Credit Hours
<b>Required Course (3 credits)</b>		
MBA 706	Marketing Management	3
<b>Elective Courses (9 credits)</b>		
Select three courses (9 credits) from the following: *		9
MBA 730	Marketing Research	
MBA 731	Brand Management	
MBA 732	Consumer Behavior	
MBA 733	International Marketing Management	
MBA 734	Digital Marketing Analytics	
<b>Total Credit Hours</b>		<b>12</b>

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*Or other courses approved by the M.B.A. Program Director.*