

# Marketing Certificate

## Degree Type

Certificate

## Environment

online

## Program Length

28 weeks

## Overview

Marketers are in high demand across today's digital marketing landscape, and common to all marketing professionals is the understanding of how to research, analyze, and convey messages to a target audience. The Marketing certificate curriculum is designed to equip students with foundational skills in marketing as they build their understanding of business practices. Topics include an overview of business in the entertainment and media industries as well as an exploration of the principles of marketing, branding, and storytelling. Students will gain the strategy and technique in order to conduct authentic marketing research and interpret data to reach actionable solutions. They will also build their skill set for advertising content delivery with an introduction to web design. Students' project work will be showcased in a digital portfolio they develop, which can demonstrate their knowledge and capabilities to potential employers.

## Objective

**Certificate's Objective** The Marketing undergraduate certificate program will provide students with the foundational marketing knowledge and skills that are necessary for roles throughout the business industry. Upon completion of the Marketing certificate program, students will have created a professional online presence that can be leveraged in the pursuit of entry-level pathways in product, brand, and message marketing.

## Month 1

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

## Month 2

Code	Title	Credit Hours
MKT210	Introduction to Marketing	4.0

## Month 3

Code	Title	Credit Hours
MKT1414	Marketing Research	4.0

## Month 4

Code	Title	Credit Hours
MKT163	Storytelling for Marketing	3.0

## Month 5

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
IMK241	Fundamentals of Web Design	4.0

## Month 6

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS155	Project I: Personal Branding	2.0

## Month 7

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
BUS156	Portfolio I: Personal Branding	1.0
<b>Total Credit Hours</b>		<b>22</b>