

Marketing Certificate

Marketing Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Develop a marketing research study and prepare and present the findings.
5. Create a comprehensive integrated marketing plan for a new product introduction.