



Online

Graduate Certificate in Marketing

Program Plan (15 Credit Hours)

Review Admitting Catalog Year for Student Requirements and Restrictions

<u>Requirements</u>	<u>Credit Hours</u>	<u>Term</u>	<u>Grade</u>
BUSM 550 Marketing Research	3	_____	_____
BUSM 552 Consumer Behavior	3	_____	_____
BUSM 554 Integrated Marketing Communication	3	_____	_____
BUSM 556 Global Marketing	3	_____	_____
BUSM 558 Seminar in Marketing	3	_____	_____
	Total	_____	GPA _____

*Courses are offered on demand in conjunction with degree-seeking programs.
All courses are offered in an 8-week format unless noted otherwise.*

THIS DOCUMENT IS FOR PLANNING PURPOSES ONLY