

Seattle University
2021-22 Graduate Business Certificate in Marketing

This certificate will allow students to gain specialized knowledge in Marketing, to further their professional formation so that they can more easily take on leadership roles in their chosen professions. The Graduate Certificate in Marketing will provide the context for professional roles that marketing plays in serving the greater community.

Course Requirements

I. Three required courses: Tentative Schedule 2021-2022

Course	Prerequisites	2021 Summer	2021 Fall	2022 Winter	2022 Spring
MKTG 5170 Marketing Management	Basic Marketing or MBA 5215		X		
MKTG 5305 Marketing Research	Statistics and Basic Marketing or MBA 5215			X	
MKTG 5330 Brand Management	Basic Marketing or MBA 5215				X

II. Choose two electives from the following courses: Tentative Schedule 2021-2022

Course	Prerequisites	2021 Summer	2021 Fall	2022 Winter	2022 Spring
MKTG 5300 Personal Selling	Basic Marketing or MBA 5215				
MKTG 5310 New Product Development	Basic Marketing or MBA 5215				
MKTG 5315 Topics in International Marketing	Basic Marketing or MBA 5215			X	
MKTG 5320 Promotion Management	Basic Marketing or MBA 5215				
MKTG 5325 Sales Management	Basic Marketing or MBA 5215		X		
MKTG 5335 Marketing and Social Issues	Basic Marketing or MBA 5215				
MKTG 5340 New Venture Marketing	Basic Marketing or MBA 5215				
MKTG 5345 Social Media Marketing	Basic Marketing or MBA 5215				
MKTG 5350 Creativity & Innovation	None	X			
MKTG 5910* Marketing Analytics					X

* MKTG 5910 will be counted towards the certificate- but *may* need a PEP to be officially covered. Please contact your academic advisor for more information.

Minimum certificate requirement: 15 credits

For more information about the certificate, please contact Carl Obermiller at 206 296 5746 or carlo@seattleu.edu