

Marketing (Certificate)

The Marketing Certificate is an innovative option for professionals who want to become skilled in a field that significantly impacts every other industry. Students focus on seeking, identifying and creating business opportunities, developing products/services, and building/maintaining customer relationships while discovering the skills and tools needed to succeed in today's marketing climate.

Program Requirements

The certificate program requires students to complete twelve (12) credit hours with an overall 3.0 GPA in all certificate courses. Credit toward the certificate in a particular course will be given only if a grade of B- or better is earned in that course. All courses in the program must be taken for a letter grade. No transfer credits will be accepted in the program and it must be completed within four years.

More Information

Marketing Program Website (<http://mba.ncsu.edu/academics/certificate-programs/marketing-certificate/>)

Admission requirements

For admission requirements, please visit the admissions website (<https://mba.ncsu.edu/>). Please note that current graduate students at NC State may not dual enroll into this certificate (exception – Jenkins MBA and MMA students).

Applicant Information

- **Delivery Method:** On-Campus, Online, Hybrid, Off-Site
- **Entrance Exam:** None
- **Interview Required:** None

Admission Deadlines

- **Fall:** May 15
- **Spring:** October 31

Plan Requirements

Code	Title	Hours	Counts towards
Required Courses		5	
MBA 560	Marketing Management and Strategy		
MBA 561	Consumer Behavior		
Marketing Elective		1	
Select a marketing elective approved in conjunction with the academic committee			
Research Elective		3	
Select one of the following:			
MBA 562	Research Methods In Marketing		
MBA 565	Marketing Analytics		

MBA 566	Digital Marketing		
Additional Elective		3	
Select one of the following:			
MBA 562	Research Methods In Marketing ¹		
MBA 563	Product and Brand Management		
MBA 564	Business Relationship Management		
MBA 565	Marketing Analytics ¹		
MBA 566	Digital Marketing ¹		
Total Hours		12	

¹ If not taken as the research-oriented course