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.

Admission requirements

For admission requirements, please visit the admissions website (https://mba.ncsu.edu/academics/certificate-programs/admissions-2/). Please note that current graduate students at NC State may not dual enroll into this certificate.

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 three years.

Plan Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
<th>Counts towards</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 560</td>
<td>Marketing Management and Strategy</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>MBA 561</td>
<td>Consumer Behavior</td>
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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
- MBA 563 Product and Brand Management
- MBA 564 Business Relationship Management
- MBA 565 Marketing Analytics

Total Hours 12

1 If not taken as the research-oriented course