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

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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>MBA 560</td>
<td>Marketing Management and Strategy</td>
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<td>MBA 561</td>
<td>Consumer Behavior</td>
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<tr>
<td>MBA 562</td>
<td>Research Methods In Marketing 1</td>
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<tr>
<td>MBA 563</td>
<td>Product and Brand Management</td>
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<td>MBA 564</td>
<td>Business Relationship Management</td>
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<td>MBA 565</td>
<td>Marketing Analytics 1</td>
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<td>MBA 566</td>
<td>Digital Marketing 1</td>
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Select one of the following:

<table>
<thead>
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<tr>
<td>MBA 562</td>
<td>Research Methods In Marketing</td>
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<tr>
<td>MBA 563</td>
<td>Product and Brand Management</td>
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</tr>
<tr>
<td>MBA 566</td>
<td>Digital Marketing 1</td>
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</tbody>
</table>

Total Hours 12

1 If not taken as the research-oriented course