

Marketing Management

Fall Start I Graduate Certificate

Semester	First 8 Weeks	Second 8 Weeks	Elective Credits
			Choose one course from the following list:
Fall	BUS655 Marketing Management 2 credits	BUS656 Marketing Strategy and Planning 2 credits	<p>Fall Offerings</p> <p>MKT610 Qualitative Marketing Research Methods*</p> <p>MKT621 Search Engine Marketing & Optimization*</p> <p>MKT661 Consumer Behavior*</p> <p>MKT667 Services Marketing Management*</p> <p>Spring Offerings</p> <p>MKT611 Quantitative Marketing Research Methods*</p> <p>MKT662 Strategic Selling for Business Customers*</p> <p>*requires prerequisite course</p>
Spring	First 8 Weeks	Second 8 Weeks	
	Elective Credit 1 credit	Elective Credit 1 credit	
	Elective Credit 1 credit	Elective Credit 1 credit	
Summer	Elective Credit 1 credit		