

Marketing Management

Spring Start I Graduate Certificate

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