

# Marketing Management

## Online Graduate Certificate

### Discover your State.

Immerse yourself in marketing topics that inspire you. You'll discover yourself – your talents and passions – through CSU's Graduate Certificate in Marketing Management. This nine-credit program provides a foundation in marketing and allows students to develop deeper knowledge in areas of marketing topics.

Courses, offered in a convenient online format, are taught by College of Business Department of Marketing professors and are designed to provide industry-specific knowledge. Professionals will learn how marketing works in a business environment and how to execute basic marketing strategies.

### Curriculum. (9 Credits)

Qualitative Marketing Research Methods, MKT610  
Quantitative Marketing Research Methods, MKT611  
Marketing Management, BUS 655  
Marketing Strategy and Planning, BUS656

Consumer Behavior, MKT661  
Strategic Selling for Business Customers, MKT662  
Services Marketing Management, MKT667

### Learn more.

Admission requirements include a bachelor's degree in any field and at least a 3.0 GPA. The Marketing Management Certificate tuition is \$946 per credit hour for students starting in Fall 2016\*. You may be eligible for financial assistance through GI benefits, corporate tuition discounts, loans, and grants. Email [cobgradinfo@colostate.edu](mailto:cobgradinfo@colostate.edu) for additional information or to learn how to apply.



**COLLEGE OF BUSINESS**  
COLORADO STATE UNIVERSITY



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\*Additional University fees may apply. Colorado State University reserves the right to change tuition rates without notice. Tuition rates are subject to increase on an annual basis. All prices refer to U.S. currency.

Additional prerequisite coursework may be required.

Gainful Employment Disclosure:

<http://www.csubz.us/marketingmanagementcertificate>

[biz.colostate.edu](http://biz.colostate.edu)

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