

# Marketing Management Certificate



COLLEGE OF BUSINESS  
COLORADO STATE UNIVERSITY

## Fall Start

Semester	First 8 Weeks	Second 8 Weeks	Elective Credits
Fall Year 1	BUS655 Marketing Management (2 cr.)	BUS656 Marketing Strategy and Planning (2 cr.) *BUS655	Choose 5 elective credits from the <a href="#">approved certificate elective list</a> and consult your MBA advisor with any questions.
		MKT661 Consumer Behavior (1 cr.) *BUS655	
Spring Year 1	Elective Credits (Recommendation: MKT621, MKT662, MKT667, MKT670)		
Summer Year 1	Any remaining elective credits (Recommendation: MKT610)	The summer semester is eight weeks in length.	

## Spring Start

Semester	First 8 Weeks	Second 8 Weeks	Elective Credits
Spring Year 1	BUS655 Marketing Management (2 cr.)	Elective Credits (Recommendation: MKT662, MKT670)	Choose 5 elective credits from the <a href="#">approved certificate elective list</a> and consult your MBA advisor with any questions.
Summer Year 1	Elective Credits (Recommendation: MKT621, MKT667)	The summer semester is eight weeks in length.	
Fall Year 2	Any remaining elective credits	BUS656 Marketing Strategy and Planning (2 cr.) *BUS655	
		MKT661 Consumer Behavior (1 cr.) *BUS655	

\*Denotes co-requisite or prerequisite course.

Please note that this is a suggested completion plan. Semester offerings for classes are expected but not guaranteed. For full certificate requirements and options, please visit:

<https://online.colostate.edu/certificates/marketing/>

Different course modalities are offered for certain courses. Please work with your advisor to understand those options.

Questions about this plan or override requests for courses outside the certificate curriculum can be directed to the MBA advisors at [MBAAAdvisor@business.colostate.edu](mailto:MBAAAdvisor@business.colostate.edu).