

GLOBAL MARKETING, CERTIFICATE

The global marketing certificate will help students learn to manage marketing functions for a global business. The global marketing certificate prepares students for the many complex challenges marketers face when operating on a global scale.

Admission Requirements

Students must hold admission to Graduate School to pursue this certificate program.

Code	Title	Hours
MKTG:620	Strategic Marketing	3
MKTG:625	Brand Management	3
INTB:605	International Business Environments	3
Total Hours		9