

ENTREPRENEURIAL MARKETING, GRADUATE CERTIFICATE

Program Requirements

Students are required to complete the Graduate Certificate in one year. Students must consult with an academic advisor to ensure that they take courses in the approved sequence. The certificate consists of six courses (12 credits). All courses are two credits. Course waivers are not permitted for this certificate.

Code	Title	Credits
Required Courses (4 Credits):		
BU.420.710	Consumer Behavior	2
BU.410.620	Marketing Management	2
Elective Courses (Pick 4):		8
BU.410.601	Marketing Research	
BU.420.730	Advanced Behavioral Marketing	
BU.430.710	Branding and Marketing Communications	
BU.460.710	Business-to-Business Marketing & Channel Strategy	
BU.460.730	New Product Development	
BU.430.720	Pricing Analysis	