

Marketing Management

This program enables you to excel in modern marketing by mastering sales and marketing alignment, leveraging AI for personalized customer experiences, and developing data-driven, multi-channel campaigns for success in today's buyer-centric environment. The Marketing Management program consists of three required courses, three elective courses and one capstone course.



Courses may have prerequisites; review the course page before enrolling. A checkmark indicates the course is typically offered during that term. *

Required Courses

7 Units | 3 Courses

COURSENAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Principles of Marketing MKTG.X400	2.0	✓	✓	✓	✓
Implementing Marketing and Sales Strategies MKTG.X403	2.0	✓	✓		
Integrated Marketing Communication MKTG.X408	3.0	✓	✓	✓	

Elective Courses

6 Units | Choose 3 Courses

Digital Marketing

COURSENAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Customer Acquisition Strategies MKTG.X405	2.0	✓	✓		
CRM: Customer Relationship Management MKTG.X407	2.0			✓	
Search Engine Marketing MKTG.X410	2.0	✓		✓	
Applied Digital Media Planning and Platforms MKTG.X419	2.0		✓		✓
Web and Mobile Analytics MKTG.X412	2.0				✓

Marketing Management

COURSENAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Power of Market Research MKTG.X401	2.0		✓	✓	
Consumer Insights: Data Analysis and Interpretation MKTG.X413	2.0	✓		✓	
Product Marketing and Management MKTG.X406	2.0				✓
Public and Analyst Relations MKTG.X402	2.0		✓		
Generative AI For Marketers MKTG.X420	2.0	✓		✓	

Capstone Course

2 Units | 1 Course

COURSENAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Marketing in Practice MKTG.X491	2.0				

Completion Review

Once all certificate requirements have been met and your final grades are posted, please access your Student Portal to enroll in the ["Certificate Completion Fee"](#) to begin the review process. Please allow 4