Marketing, Graduate Certificate

UVU strives to ensure the accessibility of our catalogs. However, if individuals with disabilities need this document in a different format than provided, you may contact the Assistive Technology Center at ACCESSIBLETECH@uvu.edu or 801-863-6788.

Requirements

The Woodbury School of Business MBA program offers a Marketing Graduate Certificate that teaches conceptual frameworks and analytical tools for marketing decision-making from a cross-functional and strategic orientation. Focuses on understanding user needs, forecasting and planning, solution design, managing adoption, and communicating value. Utilizes research tools,such as survey design, experimentation, interviewing, and analytics to collect and analyze data.Focuses on the practice of advanced marketing management topics including brand management,product management, product development, services marketing, pricing and conjoint analysis.Integrates forecasting including diffusion models and other tactics, resource allocation, and managing profit and loss statements. Also integrates marketing communication and distribution concepts and frameworks from digital marketing and ecommerce.

Total Program Credits: 12

Matriculation Requirements:			
Application for admission: 1. Application for admission to the Graduate Certificate Program in Marketing with application fee. 2. A bachelor's degree from a regionally accredited college/ university, a nationally accredited program, or the international equivalent. 3. A 3.0 cumulative undergraduate GPA or a 3.0 GPA calculated on the last 60 semester hours (90 quarter hours) of undergraduate work. 4. Acceptance of graduate certificate program student status offers is valid only for the semester in the offer. Applicants who do not begin attendance during the semester in their admissions offers must reapply and pay the application fees before the applicable semester deadline. At the graduate certificate program's discretion, graduate certificate programs may defer enrollment if students apply for a deferment before the end of the semester for which they were admitted.			
Discipline Core Requirements:			12 Credits
	MKTG 6600	Marketing Strategy	3
	MKTG 6620	Marketing Research and Analytics	3
	MKTG 6640	Brand, Product, and Services Management	3
	MKTG 6660	Marketing Channels and Communications	3

Graduation Requirements:

1. Minimum of 12 credits required for a Certificate.
2. Overall GPA of 3.0 or higher required in graduate certificate courses with no grade lower than a "C" in graduate certificate courses.
3. Residency hours -- minimum of 8 credit hours through course attendance at UVU.
4. Graduate certificate coursework shall be completed within a period of six years.
    a. (Note: See Policy 524, Section 4.3.3).

Marketing, Graduate Certificate
Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track.

Semester 1	Course Title	Credit Hours
MKTG 6600	Marketing Strategy	3
	Semester total:	3
Semester 2	Course Title	Credit Hours
MKTG 6620	Marketing Research and Analytics	3
MKTG 6640	Brand, Product, and Services Management	3
	Semester total:	6
Semester 3	Course Title	Credit Hours
MKTG 6660	Marketing Channels and Communications	3
	Semester total:	3
	Degree total:	12