Marketing, Graduate Certificate

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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
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/uni-
   versity, 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:

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 6600 Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>
| MKTG 6620 Marketing Research and Analy-
| tics                                 | 3            |
| MKTG 6640 Brand, Product, and Services
| Management                           | 3            |
| MKTG 6660 Marketing Channels and Com-
| munications                        | 3            |

Graduation Requirements:

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).

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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.

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Course Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MKTG 6600</td>
<td>Marketing Strategy</td>
<td>3</td>
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<tr>
<td>Semester total:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Course Title</td>
<td>Credit Hours</td>
</tr>
<tr>
<td>MKTG 6620</td>
<td>Marketing Research and Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>
| MKTG 6640  | Brand, Product, and Services Manage-
| ment            |                                      | 3            |
| Semester total: |                                      | 6            |
| Semester 3  | Course Title                           | Credit Hours |
| MKTG 6660  | Marketing Channels and Communi-
| cations             |                                      | 3            |
| Semester total: |                                      | 3            |
| Degree total: |                                      | 12           |