

MARKETING



REBRAND YOUR FUTURE IN MARKETING!

This program provides the insights and information you could use to better understand – and implement – the strategies and technologies that help boost brand recognition, sales, and, potentially, your career.

GRADUATE CERTIFICATE IN MARKETING

OFFERED ONLINE.

In this marketing-focused graduate certificate program, you will have the opportunity to explore marketing fundamentals. Coursework for the 12-credit-hour program covers strategic marketing, consumer psychology, buying motives, research and analytics, and brand management. These are the insights and skills you could use to create integrated customer marketing plans, uncover what drives buyers to making a purchasing decision, and manage brand initiatives. Whether you are new to marketing or a seasoned professional, this program could help you prepare for leadership roles in marketing. Or use it as a springboard toward your MBA with a concentration in marketing from Post University.

