

Marketing (Certificate)

The Marketing Certificate is an innovative option for professionals who want to become skilled in a field that significantly impacts every other industry. Students focus on seeking, identifying and creating business opportunities, developing products/services, and building/maintaining customer relationships while discovering the skills and tools needed to succeed in today's marketing climate.

Program Requirements

The certificate program requires students to complete twelve (12) credit hours with an overall 3.0 GPA in all certificate courses. Credit toward the certificate in a particular course will be given only if a grade of B- or better is earned in that course. All courses in the program must be taken for a letter grade. No transfer credits will be accepted in the program and it must be completed within four years.

More Information

Marketing Program Website (<http://mba.ncsu.edu/academics/certificate-programs/marketing-certificate/>)

Admission requirements

For admission requirements, please visit the admissions website (<https://mba.ncsu.edu/>). Please note that current graduate students at NC State may not dual enroll into this certificate (exception – Jenkins MBA and MMA students).

Applicant Information

- **Delivery Method:** On-Campus, Online, Hybrid, Off-Site
- **Entrance Exam:** None
- **Interview Required:** None

Admission Deadlines

- **Fall:** May 15
- **Spring:** October 31

Plan Requirements

Code	Title	Hours
Required Courses		5
MBA 560	Marketing Management and Strategy	
MBA 561	Consumer Behavior	
Research Elective		3
Select one of the following:		
MBA 562	Research Methods In Marketing	
MBA 565	Marketing Analytics	
MBA 566	Digital Marketing	
Additional Marketing Elective		4
Select four hours of courses from the following:		
MBA 536	Experience Innovation and Strategic Design	
MBA 555	Product Design and Development	
MBA 562	Research Methods In Marketing ¹	
MBA 563	Product and Brand Management	
MBA 565	Marketing Analytics ¹	
MBA 566	Digital Marketing ¹	

MBA 590 Special Topics In Business Management (Marketing)

Total Hours **12**

¹ If not taken as the research-oriented course