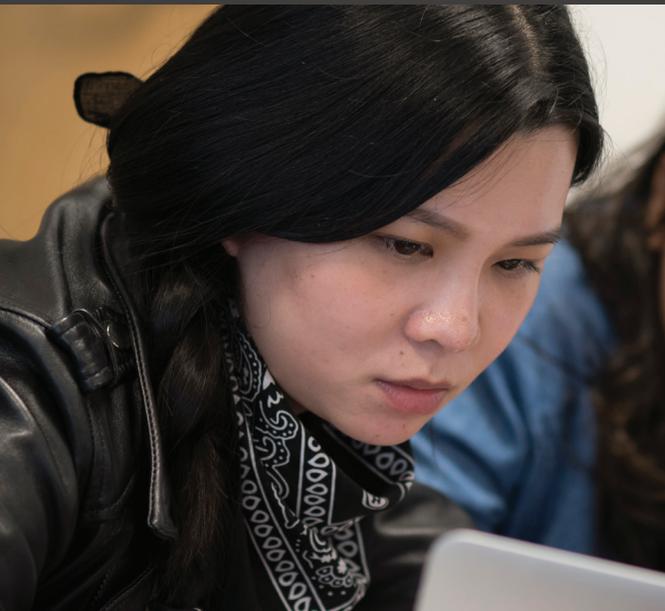


> GRADUATE CERTIFICATE
IN MARKETING

Forbes magazine ranks
D'Amore-McKim one of the
“Best Business Schools for
Return on Investment.”



Credits earned in a
Graduate Certificate
may be applied to an
eligible master's degree at
Northeastern, including:

- MBA
- MS in Leadership
- MS in Nonprofit Management
- MS in Human Services

Advance Your Career in Marketing

Through Northeastern University's **Graduate Certificate in Marketing**, you will have the opportunity to explore key marketing functions—from branding new products to advertising services and exploring new consumer audiences.

This 8-month program will help you enhance your understanding of marketing fundamentals to build customer connections through targeted messaging and advertising in diverse markets. You will have the opportunity to learn and practice how to successfully influence the behaviors that drive customers to make purchase decisions.

A PRACTICAL CURRICULUM TO HELP YOU GET AHEAD

Over the course of eight months, you will take five classes to help advance your knowledge and abilities in marketing and accelerate your career potential. Your coursework will include:

One Required Course:

- Creating and Sustaining Customer Markets

Electives (select 4):

- International Marketing
- New Product Development,
or Lean Design and Development
- Market Focused Strategy
- Marketing in the Service Sector
- Digital Marketing
- Brand and Advertising Management
- B2B and Strategic Sales
- Consumer Behavior
- Special Topics in Marketing

In this program, you will have the opportunity to network with students and world-class faculty with expansive industry backgrounds. Building upon these relationships can assist the growth of your professional network and help you accelerate your career.

A SHORT-TERM INVESTMENT IN LONG-TERM SUCCESS

As a student in this graduate certificate you will take 15 credits over eight months, which is two consecutive semesters. There is a short break in-between semesters during which time you may choose to visit your home country or travel in the U.S.

PROGRAM START DATE

Summer (May)

Application Deadline:
March 1st



Gain Valuable Credentials to Boost Your Career Prospects

Graduate certificates are short courses of study designed to meet the education needs of professionals. These programs offer an opportunity for you to:

1. Complete graduate courses at a **highly ranked, top 40 U.S. university**
2. Further enhance your English language skills
3. Learn and network with an international community
4. Enjoy life in Boston, a vibrant educational, entrepreneurial and business center
5. Earn eligibility for valuable U.S. work experience

> GRADUATE CERTIFICATE IN **MARKETING**

STUDY IN BOSTON: A THRIVING INTERNATIONAL BUSINESS COMMUNITY

You will join more than 47,000 international students who contribute to Boston's vibrant global environment. With a *coastal location, safe and livable neighborhoods, historic sites, exciting sporting events, and architectural beauty, it is easy to see why so many international students choose Boston as their destination of choice.*

EXTEND YOUR U.S. EXPERIENCE

Upon completion of the certificate program, you may become eligible for Optional Practical Training (OPT) **so you can work for 12 months in the U.S.**

Credits earned upon successful completion of the certificate program may be applied to an eligible MBA or master's degree program at Northeastern.

QUALIFICATIONS

- 3.0 GPA in your undergraduate degree
- Work experience desired, but not required.
- TOEFL Level 100, IELTS Level 7 (or English proficiency demonstrated in an interview)

No GMAT or GRE test scores are required to apply.



Build your business knowledge. Boost your credentials.

LET US HELP YOU GET STARTED.

To apply or learn more, visit:

northeastern.edu/themarketingcertificate

School of Business

D'Amore-McKim
Northeastern University