

> 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:

- Part-Time MBA
- Online MBA
- MS in Leadership
- MS in Nonprofit Management
- MS in Human Services
- MS in Corporate and Organizational Communication
- MPS in Digital Media

Advance your career in Marketing

Through Northeastern University's **Graduate Certificate in Marketing**, you will have the opportunity to gain the core knowledge and skills necessary to carry out essential marketing functions—from branding new products to advertising services and exploring new consumer audiences.

A FOCUSED CURRICULUM TO TARGET YOUR GOALS

The D'Amore-McKim School of Business creates a rich learning environment where theories and concepts are applied to real-world business issues. You will identify innovative solutions to industry problems. By sharing your experience and learning from your classmates, you can gain the skills you need to advance your career.

This flexible, part-time program will help you enhance your understanding of marketing fundamentals to build customer connections through targeted messaging and advertising. Your coursework will introduce theories and case studies, exploring ways to influence behavior and drive customers to make purchase decisions. You may explore the latest trends in technology and new media, their effect on marketing goods and services and how to deliver value using the latest technologies. Expand your knowledge of mobile platforms, branding, social networks, and technology adoption in emerging markets.

In this program, you will take 4 classes to help you advance your knowledge and abilities in marketing and accelerate your career. Your coursework will include:

ONE REQUIRED COURSE:

- Creating and Sustaining Customer Markets

ELECTIVES (SELECT THREE OR FOUR):

- 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 Global Expertise. Real-World Experience



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GLOBAL EXPERTISE. REAL-WORLD EXPERIENCE.

All certificate courses are taught by Northeastern University full-time faculty—leading practitioners in their respective fields, with active industry connections. Each faculty member understands the challenges of today's global economy. They are seasoned experts and are committed to your success.

YOUR CAREER, YOUR DECISIONS—AT YOUR PACE

Accelerate and complete your certificate in as little as one semester, or spread out and take up to three years to complete.

With evening and weekend classes offered on-campus, as well as an online option for some courses, you can accelerate your career without missing a beat. You may come to campus just one night a week or accelerate the program by taking multiple classes each semester. Designed for working professional students, courses are offered with two start times: 5:20 p.m. and 7:30 p.m. Monday–Friday. You will study alongside business minded students, while learning from world-class faculty.

No GMAT or GRE test scores are required to apply, so you can pursue your goals right away.

THE SKILLS YOU NEED, WHEN YOU NEED THEM

Graduate Certificates are designed to meet the educational needs of working professionals. These programs offer an opportunity for you to:

1. Study in the heart of downtown Boston, accessible by public transportation and accessible to the Massachusetts turnpike, with student parking options.
2. Develop your business acumen with 4 master's-level courses in your areas of interest.
3. Contribute what you know and learn from other working professionals.
4. Study at a *U.S. News & World Report* ranked top 40 research university, in the U.S. with prestigious faculty dedicated to your success.
5. Network and learn from an international business community.

Build your business knowledge. Boost your credentials.

LET US HELP YOU GET STARTED.

To apply or learn more, visit:

northeastern.edu/mymarketingcertificate

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