



Graduate Certificate in Brand Management

Northeastern University
D'Amore-McKim
School of Business

GROW YOUR BRAND-BUILDING EXPERTISE

Creating and managing brands that resonate with consumers requires a strategic mindset and specialized skills—especially in today's dynamic digital marketing environment.

Whether you're new to the marketing field or looking to advance in your current role, earning your Graduate Certificate in Brand Management from Northeastern will help you add value and drive growth by creating effective brand strategies. You'll learn cutting-edge tools and techniques for managing digital brands that's informed by Northeastern's specialized focus on the tech economy. You'll also learn directly from the experiences of our excellent faculty who are seasoned marketing consultants, researchers, and thought leaders.

In just four courses—with an option to take a fifth to deepen your learning—you'll learn how to develop an integrated brand strategy that positions your organization for growth. Your core coursework will explore the brand-building process across platforms, and you'll choose electives that take a deeper look at topics such as consumer behavior, marketing research, and innovation.

This program will help you sharpen your strategic, creative, and analytical skills and give you a holistic understanding of how to translate customer needs, marketplace trends, and your competitive positioning into a winning brand strategy.

WHY D'AMORE-MCKIM?

Stackable credits. With the successful completion of your certificate, you may be able to apply your credits toward an eligible master's program including our Part-Time MBA, among others.

Learn it today, use it tomorrow.

You'll gain forward-thinking, relevant, in-demand business skills that you can apply to your position immediately or as you pursue a new opportunity.

World-class faculty. Learn from entrepreneurs and executives at top firms who have skillfully led through times of rapid change.

Global alumni network. Our 50,000+ alumni—founders, partners, directors, managers, and entrepreneurs truly enjoy giving back to our community.

Learning by doing. Through Northeastern's practice-oriented approach to education, you'll gain concrete skills and industry aligned knowledge that will build your confidence and prepare you to apply your learnings directly to the workplace. Real-world cases are brought into the classroom by our renowned faculty, expert practitioners and thought leaders with years of experience in their respective fields.

Career Management. Career experts will help you make the most of your professional opportunities through workshops, events, and job search tools.

PROGRAM DETAILS

Study Format

Part-time on our Boston campus

Time to Complete

8 months – 3 years

Class Schedule

Monday-Thursday at 5:20 p.m.
or 7:30 p.m.

Enrollment Terms

January or September

Customize Your Learning

Four or five business courses
tailored to your goals



The Graduate Certificate in Brand Management enables you to gain experience in fostering relationships with consumers through strategic brand activities. We develop your abilities to take insights and create informed, customer-centric plans that will position your brand for growth in this ever-changing marketplace.”

Daniele Mathras,
Associate Teaching Professor, Marketing



Northeastern's D'Amore-McKim School of Business prepares people and organizations to thrive in a global business environment of rapid-fire change driven by converging digital technologies. The school develops leaders and innovators who are proficient in human, data, and technological literacies; global in outlook and entrepreneurial in mindset; and invested in lifelong learning for themselves and their teams.

Northeastern University

Founded in 1898, Northeastern is a global research university and the recognized leader in experience-powered lifelong learning. Our world-renowned experiential approach empowers our students, faculty, alumni, and partners to create impact far beyond the confines of discipline, degree, and campus.

Our locations—in Boston; Charlotte, North Carolina; London; Portland, Maine; San Francisco; Seattle; Silicon Valley, Toronto; Vancouver; and the Massachusetts communities of Burlington and Nahant—are nodes in our growing global university system. Through this network, we expand opportunities for flexible, student-centered learning and collaborative, solutions-focused research.

Northeastern's comprehensive array of undergraduate and graduate programs—in on-campus, online, and hybrid formats—lead to degrees through the doctorate in nine colleges and schools. Among these, we offer more than 140 multidisciplinary majors and degrees designed to prepare students for purposeful lives and careers.