



# Graduate Certificate in Marketing

Northeastern University  
D'Amore-McKim  
School of Business

## LEARN SMART MARKETING STRATEGIES FOR THE DIGITAL AGE

Promoting brands successfully in a fast-paced, tech-driven marketplace requires up-to-the-moment skills and knowledge. To make an impact, you have to know how to leverage digital tools to capitalize on trends and communicate powerfully with your audience.

Whether you're new to the field or looking to advance in your current marketing role, earning your Graduate Certificate in Marketing from the D'Amore-McKim School of Business will build your confidence and acumen and prepare you for a digital-first marketing world that is constantly evolving. Our approach to learning is centered on the tech economy and reinforced with real-world experiences from our excellent faculty, who are seasoned marketing consultants, researchers, and thought leaders.

In just four or five courses, you'll learn how technology is transforming the way companies engage their customers. You'll have an opportunity to dive into topics such as social media, marketing research, consumer behavior, marketing analysis, planning and strategy, and innovation via one required course followed by your choice of electives. You'll discover new ways to build connections with your customers via digital marketing tools and gain expertise that will help you evolve one step ahead of the market.

## 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.

**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.

**Optional Practical Training (OPT).** International students that successfully complete 15-credits on our campus may become eligible for Optional Practical Training (OPT) so you can work for up to 12 months in the U.S.

## TWO STUDY OPTIONS

### Full-time, 8 months

- F-1 visa compliant
- Optional Practical Training
- Four or five course curricula
- Study on our Boston campus
- Polish your English-language fluency
- Start in January

### Part-time, 8 months–3 years

- Designed for working professionals
- Classes Monday-Thursday at 5:20 p.m., or 7:30 p.m.
- Four or five course curricula
- Start in January or September



**I learned how  
companies build  
their brands, develop  
marketing campaigns,  
create new products  
from scratch, and  
protect against the  
latest cybersecurity  
threats.”**

Tatiana Lialina, Graduate Certificate'18, MBA'19



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-driven 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 a variety of on-campus and online formats—lead to degrees through the doctorate in nine colleges and schools. Among these, we offer more than 195 multi-discipline majors and degrees designed to prepare students for purposeful lives and careers.