



GRADUATE CERTIFICATE 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 12-15 credits, 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 or MBA.

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.

Career management. Whether you're climbing to the top in your current field or moving into a new area of business, the Graduate Career Center is where you'll access career management tools and resources.

Optional Practical Training (OPT). International students successfully completing a graduate certificate on one of our U.S. campuses may become eligible for Optional Practical Training (OPT), allowing you to work for up to 12 months in the U.S.

Study Format

Part-time or Full-Time on our Boston campus

Time to Complete

Full-time study:
8 months

Part-time study:
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

12-15 business credits
tailored to your goals



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, MBA



Graduate certificates make an impact

Business professionals are much like businesses themselves—as opportunities emerge and the marketplace evolves, their needs change. D’Amore-McKim’s graduate certificates are a way to gain specialized business knowledge quickly and earn a professional credential to help you meet your personal and career goals.

SPECIALIZED BUSINESS SKILLS FOR A DYNAMIC BUSINESS WORLD

In our digital-first economy, learning new business skills can help you get ahead in your current field or open doors to new opportunities. While trying to stay ahead of change, you may discover that you need only a small suite of new skills—but you need them as quickly as possible.

Through a graduate certificate from the D’Amore-McKim School of Business, you can get those skills through a carefully crafted curriculum that delivers a lasting impact in a short period of time.



“As an international student whose first language is not English, I’ve found that the classes here are diverse, judgment-free spaces where everyone can contribute their ideas.” – **Andrea Pinto Quiroz, Graduate Certificate in Marketing '22**

12-15 CREDITS

Gain essential business skills quickly

8 MONTHS

Complete your graduate certificate in as few as eight months, or extend your program to up to three years

100% STACKABLE

Once you’ve completed your certificate and meet minimum grade requirements, you may be able to apply your credits to an eligible master’s program at Northeastern for up to three years