

MARKETING, POST-MBA CERTIFICATE

The Marketing Certificate program is designed to meet the needs of individuals who already hold a master's degree in another area, with a concentration in another field who now wish to acquire marketing knowledge and competence.

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Admission Requirements

- A Master's degree from an accredited university.
- Approval by the Assistant Dean.
- The certificate may be earned by regularly matriculated students who complete the following CSUDH courses:

| Code | Title | Hours |
|--|-------------------------------|-----------|
| MKT 500 | Marketing Management | 3 |
| MKT 501 | Marketing Information Mgt | 3 |
| MKT 580 | Strategic Marketing | 3 |
| Select two electives from the following: | | 6 |
| MKT 510 | Business-to-Business Mkt | |
| MKT 512 | Seminar in Services Marketing | |
| MKT 530 | Negotiation and Presentations | |
| MKT 531 | Sales Management | |
| MKT 545 | New Product Development | |
| MKT 550 | Internet Marketing | |
| MKT 555 | Seminar in Consumer Behavior | |
| MKT 595 | Special Topics | |
| Total Hours | | 15 |