

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.

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