

# MARKETING CERTIFICATE

Department website (<https://www.uwp.edu/learn/programs/mbamarketingcert/>)

The Graduate Level Marketing Certificate is designed for business professionals, with an undergraduate degree, to learn and develop necessary marketing skills for career advancement from entry-level to marketing management careers. The certificate is being offered through the established MBA-Marketing degree program. The certificate will include existing courses from the MBA-Marketing program.

## Program Learning Outcomes

1. Students will express a high level of communication and have the ability to apply critical thinking skills, as needed by effective business professionals.
2. Students will possess leadership capacity and teamwork skills for business decision making and effective teamwork within groups.
3. Students will understand the ethical implication of business decision making and recognize and apply solutions to ethical dilemmas.
4. Students will demonstrate an understanding and core knowledge of marketing principles and apply those to marketing management decisions, while using marketing research to plan for and develop strategic marketing programs.
5. Students will demonstrate knowledge of marketing management principles as it relates to the regional and global business environment.

## Program-Specific Policies

Students cannot earn both a certificate in Marketing and an MBA degree with Marketing concentration.

## Requirements for the Graduate Certificate in Marketing

The following students are eligible for the graduate level Marketing certificate:

- Current UW-Parkside MBA student with any concentration except Marketing
- Students with an undergraduate degree with GPA 2.75 or higher from an accredited institution AND 5 years of relevant professional experience (resume required).
- Students with an undergraduate business degree with GPA 2.75 or higher from an accredited institution.
- Students with any Master's degree from an accredited institution AND 2 years of relevant professional experience (resume required).
- Students with Master's degree in Business field from an accredited institution.

Students cannot enroll for a certificate in Marketing if they have already earned a UW-Parkside MBA degree with Marketing concentration.

Successful completion of the certificate requires a grade of C or better in each of the certificate courses and a certificate GPA of 3.0 or better.

Select three courses: 6

MBA 750	Global Marketing Management
MBA 753	Integrated Marketing Communications
MBA 758	Social Media Marketing
MBA 760	Digital Marketing

**Total Credits** 8

## University Requirements for Graduate Certificates

Graduate certificates are designed for students at one of the following levels:

- Students who have completed a baccalaureate or higher degree from a regionally accredited institution and are enrolled for graduate credit
- Students who are enrolled simultaneously in a graduate degree program

Students must meet the admission requirements of a degree seeking or non-degree seeking graduate student to be eligible to earn a graduate certificate. At least 75% of the credits must be earned after completion of a baccalaureate or higher degree and students must attain a GPA of 3.00 within the certificate courses.

Certificate programs are designed to develop a particular expertise or set of skills. Graduate certificate programs will require a minimum of 8 graduate-level credits. For graduate certificates, at least 50% of the credits must be at the 700 level. At least 60% of the credits for the graduate certificates must be earned at UW-Parkside for program residency. Individual departments and programs may require more than 60% of the credits to be taken at UW Parkside.

Certificate programs should not be confused with certification or licensure programs which lead to certification by an outside agency.

Code	Title	Credits
Required Course		
MBA 752	Marketing Management	2