

GLOBAL BRAND MARKETING, ADVANCED CERTIFICATE

This graduate certificate is designed to provide marketing professionals and managers skills in developing marketing programs for brand management. Specifically, this certificate provides students with critical tools to identify, analyze and solve the complex problems facing managers with respect to the buying behavior of global customers. Students will acquire the skills and knowledge necessary to analyze markets, create marketing programs with a global reach, and develop strategies to position the brand nationally and globally. Students may begin this 12-credit certificate in the fall, spring or summer terms.

The certificate is intended for professionals with management responsibilities in the following areas:

- Advertising and promotions
- Marketing
- Sales
- Public relations

Program Delivery and Tuition Rate

This certificate program is delivered through online courses and is billed at the MBA rate.

Students may begin this 12-credit certificate in the fall, spring or summer terms. The required courses and suggested sequence are as follows:

Code	Title	Credits
MGMT 6040	High Performance Management	3
MGMT 6080	Consumer Behavior: A Global Marketing Perspective	3
MGMT 6155	Strategies for Marketing Research	3
MGMT 7005	Global Marketing Strategies	3
Total Credits		12

Upon successful completion of this program, students should be able to:

- Research, evaluate, disseminate market data findings
- Assess the internal and external factors that affect consumer behavior in the global business environment
- Utilize analytical marketing tools in the development of detailed global elements of a product
- Design and plan communications in relation to company's strategic policies and, in particular, its branding strategy