

ADVANCED MARKETING (GR. CERT.) (15 CREDITS)

Offered by: Global & Strategic Comm.

Program credit weight: 15

Program Description

The 15-credit Graduate Certificate in Advanced Marketing focuses on the competencies needed to conceptualize, implement, and measure integrated marketing strategies based on consumer wants and needs. Exploration of strategic marketing including integrated marketing communications, consumer behaviour, marketing strategy, services marketing, digital marketing, and marketing research and reporting. This program is open to those who have successfully completed McGill University's Graduate Certificate in Marketing offered by the School of Continuing Studies.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (9 credits)

Expand allContract all

Course	Title	Credits
CRM2 664		3
CRM2 668		3
CRM2 691		3

Complementary Courses (6 credits)

6 credits from:

Expand allContract all

Course	Title	Credits
CGM2 520	Sales Management and Negotiation Strategies.	3
CMR2 643	Marketing of Services.	3
CMR2 648	Marketing Research and Reporting.	3
CMR2 650	Digital Marketing Management.	3
CPL2 610	Practical Communication and Presentation Skills .	3
CPRL 610	Public Relations Fundamentals and Theory .	3

Or another 600-level course offered by the School of Continuing Studies approved by the academic unit.