

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

**Offered by:** Global & Strategic Comm.

**Program credit weight:** 15

## Program Description

The 15-credit Graduate Certificate in Marketing introduces the core competencies of marketing, including evolving marketing principles and theory, market segmentation, marketing research and reporting, digital marketing management, communication and presentation skills, sales and negotiation, and marketing of services.

**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
CMR2 642	Marketing Principles and Applications.	3
CMR2 648	Marketing Research and Reporting.	3
CMR2 650	Digital Marketing Management.	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
CPL2 610	Practical Communication and Presentation Skills .	3
CPRL 610	Public Relations Fundamentals and Theory .	3
CPRL 644	Integrated Digital Communications.	3

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