This program of study is intended for students who have earned a graduate degree at an accredited institution.

Marketing Certificate

Registrar

Use  Term  Grade  Crs # & Title

☐  ☐  ☐  MK 762 Channel Development and Key Account Management
☐  ☐  ☐  MK 758 New Media and Marketing Communication
☐  ☐  ☐  MK 780 Product Development and Information
☐  ☐  ☐  MK 782 International Marketing
☐  ☐  ☐  MK 778 Services Marketing and Differentiation

This program plan is not an official document. It is the student’s responsibility to meet all prerequisites & program requirements. This program plan was prepared by the Registrar’s Office. Revised 05/2013.