



GRADUATE CERTIFICATE in Marketing

Gain essential expertise in designing marketing strategies to successfully position your products and brands in the marketplace with a Graduate Certificate in Marketing from Oakland University. With this graduate-level marketing knowledge, you will be equipped to develop innovative marketing plans that address complex business challenges and improve performance.

PROGRAM OVERVIEW

This 15-credit certificate program is tailored for professionals across disciplines who are seeking to expand their business expertise with marketing skills. Through the core requirements students develop an understanding of marketing research and consumer behavior, and then marketing strategy. From there, students select from a range of electives to customize the program to match their career aspirations.

AUDIENCE

The program is ideal for students holding a bachelor's or master's degree who are interested in:

- pursuing a career in the marketing or advertising field.
- earning graduate-level credentials to advance their career.
- expanding their business expertise in the marketing arena.

IN-DEMAND SKILLS

The Southeast Michigan region boasts a thriving economy with a wide range of employers, from dominant global brands to fast-rising newcomers, government agencies, non-profits and small businesses. Combined, these organizations regularly post hundreds of marketing positions. Many of these positions require experience or an advanced degree.

BENEFITS

- Full-time students can earn this graduate credential in as little as eight months, while part-time students can complete the program in as little as in one calendar year.
- Evening courses mean students can balance earning the certificate with their current personal and professional commitments.
- Learn directly from expert faculty and industry professionals in an AACSB-International accredited program.
- Earn credits that can be applied toward an Oakland University MBA.

SCHOOL OF BUSINESS ADMINISTRATION



CURRICULUM

Required Courses (9 credits)

MKT 5600 Marketing Management
MKT 6040 Consumer Behavior
MKT 6050 Marketing Research

Electives (6 credits)

Choose two

MKT 6080 Strategic Marketing
MKT 6200 Distribution Channels Management and Logistics
MKT 6250 Supply Chain Logistics
MKT 6500 International Marketing
MKT 6600 Entrepreneurial Marketing
MKT 6700 Business to Business Marketing
MKT 6730 Product and Brand Marketing
MKT 6750 Customer and Supplier Relationships in the Global Enterprise
MKT 6900 Special Topics in Marketing
MKT 6970 Independent Study in Marketing

APPLICATION AND ADMISSION

Application Requirements

- Application for graduate study
- Official transcripts from all colleges and universities attended
- Official transcripts providing evidence of an earned baccalaureate degree
- Curriculum vitae or resume
- Email address of two individuals for a recommendation

International Students

- Transcript evaluation (for degrees earned from a college or university outside of the United States)
- Proof of English language proficiency
- International supplemental application and supporting documents

Admission Deadlines

All application materials must be received by:

- July 15 for the fall semester (May 1 for international students)
- November 15 for the winter semester (September 1 for international students)
- March 1 for the summer semester (January 1 for international students)

FOR MORE INFORMATION

Graduate Business Programs

oakland.edu/business/grad | (248) 370-3287

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