



CERTIFICATE IN MARKETING

The Certificate in Marketing program is designed to give professionals advanced knowledge of contemporary marketing theory and practice as well as provide a holistic view of the profession. Developed in collaboration with the American Marketing Association - D.C. and taught by experienced practitioners, the certificate addresses real-life issues in today's rapidly changing and highly competitive business environment. The core courses emphasize the fundamentals of successful marketing campaigns: research, planning, and integration. The electives offer insight into a range of specialized topics from branding to legal issues that allow professionals to address their career interests. The Certificate in Marketing is ideal for a wide range of marketing professionals seeking to lead marketing efforts in their respective organizations.

REQUIRED COURSES

Intelligent Marketing Research

September 14, 21, 28; October 19, 26

Creating Effective Marketing Plans

October 1, 8, 15, 22, 29

Integrated Marketing Communications

November 3, 10, 17, 24; December 1

CERTIFICATE REQUIREMENTS: Successful completion of the three required courses and any three elective courses is necessary to receive the Certificate in Marketing. Courses do not have to be taken in sequence and can be taken independent of a certificate. All courses must be completed within a two-year period or less. Upon completion of the program, students receive a Certificate in Marketing from Georgetown University and an official transcript.

ELECTIVE COURSES (choose three)

Principles of Marketing

November 6, 7, 13, 14

Building Strong Brands

October 7, 14, 21, 28; November 4

International Marketing Management*

September 25, 26; October 2, 3

Interactive Marketing

November 11, 18; December 2, 9, 16

Guerilla Marketing Strategies

November 5, 12, 19; December 3, 10

*Denotes course that is also part of the Certificate in International Business Management.

PREREQUISITES: A bachelor's degree from an accredited university and the TOEFL examination for non native speakers of English. Additionally, students should have a basic understanding of marketing concepts through academic coursework or professional experience. Students without a background in marketing must take Principles of Marketing first.

CONTINUING EDUCATION UNITS (CEUs): Each course is 16 contact hours or 1.6 CEUs. The certificate program comprises 96 contact hours or 9.6 CEUs.

LOCATION & TIMES: Most courses take place at the Georgetown University – Clarendon Campus in Arlington, VA across from the Clarendon Metro station. Some courses take place on the main campus of Georgetown University. Courses meet on weekday evenings or weekends.

TUITION: Each course is \$850.00 and tuition is paid per course. Total tuition for the certificate is \$5,100.00. Members of the American Marketing Association receive a 10% discount on all marketing courses.

FACULTY: Richard Newman; Ilkka Ronkainen; Scott Wilkerson; Susan Nickbarg; Kim Guarino; Bob Fiddler; Michael Sweeney.

REGISTRATION: Please visit ccpe.georgetown.edu for course descriptions, and faculty bios and online registration. You may also call 202.687.7000 to speak with a program advisor.