



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.

Designed for:

The Certificate in Marketing is ideal for those in entry or mid-level marketing positions who are seeking deeper understanding of the subject. Individual courses, and especially the electives, will benefit those in more senior positions seeking to reinforce their expertise in specific areas. In addition, the Certificate in Marketing can assist professionals in becoming a Professional Certified Marketer (TM), an American Marketing Association program. Students may also be interested in pursuing the Professional Researcher Certification™ offered by the Marketing Research Association.

Academic Advisor

Richard Newman

Richard Newman is a professor in the MBA and undergraduate programs at the McDonough School of Business of Georgetown University. Richard has over thirty years experience with Unilever, the international consumer products giant, including a number of senior marketing positions in the UK, the Netherlands, Italy and Australia as well as the USA. Past experience also features a period as client service director at Interpublic's McCann Erickson ad agency in Hong Kong. He is currently an Associate Director of the Added-Value Company, the brand marketing arm of WPP's consultancy division.

Richard has a first class Master's degree in Economics, Politics and Philosophy from the University of Oxford. He lives in Annapolis, MD.

Prerequisites

A bachelor's degree and TOEFL examination for non-native speakers of English.

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.

Those with little or no Marketing experience should take "Principles of Marketing" first.

Continuing Education Units (CEUs)

A minimum of 9.6 CEUs or 96 contact hours must be earned to obtain the Certificate in Marketing.

Registration

Please register online at ccpe.georgetown.edu.

Once there go to Programs – Marketing. You may choose to register for all courses at once or register for a single course.

If you have any questions please contact (202) 687-7000 or email us at ccpemarketing@georgetown.edu

Required

Creating Effective Marketing Plans	(18hrs)	January 12, 19, 26 & February 2, 9
Intelligent Marketing Research	(18hrs)	February 1, 8, 22 & March 1, 8
Integrated Marketing Communications	(18hrs)	March 1, 8, 15, 22, 29

Creating Effective Marketing Plans

Understanding the fundamental principles of strategic and tactical planning is a key first step for building an effective marketing action plan. This course teaches students the core competencies needed for analyzing marketplace dynamics, preparing a distinctive and relevant strategy, assembling a creative marketing program, and analyzing plan effectiveness. Students will complete an entire marketing plan cycle from start to finish.

Intelligent Marketing Research

This course is designed to provide a foundational understanding of key topics in marketing research - and illustrate ways that research can be used to solve marketing challenges. You will distinguish the differences between quantitative and qualitative research, and primary and secondary research. Participants will gain practical hands-on knowledge on how to develop, conduct, evaluate and present market research.

Integrated Marketing Communications

This course provides a broad introduction to integrated marketing communications (IMC). Students learn the elements of a strategic communications plan. In the class, students also review marketing mix development in various product/service life stages of a company. This helps students gain an understanding that the integrated communications plan must tie to business goals, audience relevancy, market penetration, and measurable results. Lastly, students gain an understanding of how to plan and implement an integrated marketing communications plan from the viewpoints of advertising agencies, businesses, and nonprofit organizations.

Elective

Building Strong Brands	(18hrs)	February 25 & March 4, 11, 18, 25
Guerilla Marketing	(18hrs)	March 10, 17, 24, 31 & April 7
Principles of Marketing	(18hrs)	March 19, 20 & 26, 27
International Marketing Management	(18hrs)	March 19, 20 & 26, 27
Advertising Copywriting	(18hrs)	April 15, 22, 29 & May 6, 13
Marketing Decision Making from a Legal and Ethical Perspective	(18hrs)	May 11, 18, 25 & June 1, 8

