GRADUATE CERTIFICATE IN MARKETING AND BRAND MANAGEMENT

The graduate certificate program in marketing and brand management is designed for entry- and mid-level managers as well as top executives who are interested in learning how to manage brands strategically to help their organizations create customer value, building loyalty and name recognition. The program also emphasizes how organizations design brand identity, manage customer experience, measure and analyze brand performance, and differentiate brand communication strategies.

Specific admission requirements are shown on the Graduate Program Finder. (http://www.gwu.edu/all-graduate-programs)

Visit the program website (https://business.gwu.edu/academics/programs/certificate/graduate-certificate-marketing-brand-management) for additional program information.

REQUIREMENTS

The following requirements must be fulfilled: 12 credits, including 9 credits in required courses and one 3-credit elective course.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>Required</strong></td>
<td></td>
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<tr>
<td>MBAD 6274</td>
<td>Marketing</td>
<td></td>
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<tr>
<td>MKTG 6248</td>
<td>Advertising and Marketing Communications Strategy</td>
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<tr>
<td>or MKTG 6256</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>MKTG 6255</td>
<td>Strategic Brand Management</td>
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<tr>
<td><strong>Elective</strong></td>
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<td>One course from the following:</td>
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<tr>
<td>IBUS 6201</td>
<td>International Marketing</td>
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<tr>
<td>MKTG 6242</td>
<td>Buyer Behavior</td>
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<tr>
<td>MKTG 6243</td>
<td>Marketing Research</td>
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<tr>
<td>MKTG 6246</td>
<td>Marketing of Services</td>
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<tr>
<td>MKTG 6251</td>
<td>Product Management</td>
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