

# GRADUATE CERTIFICATE IN MARKETING AND BRAND MANAGEMENT

This graduate certificate provides students with an in-depth understanding of the interface between Marketing and Brand Management. The exciting area of Brand Management is considered by top executives as a high-demand specialty area of marketing. Students will learn how to strategically manage brands to help their organizations in creating customer value, building loyalty and name recognition strong enough to overcome intense competition in local and global markets. The certificate has a special focus on how organizations design brand identity, manage customer experience, measure/ analyze brand performance, and differentiate brand communication strategies.

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

## ADMISSIONS

Admission Fall: deadlines:

Round 1 1/15

Round 2 3/1

Round 3 5/15

Recommendations (2) recommendations required:

**Prior academic records:** Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended must be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

If transcripts are in a language other than English, English language translations must be provided. The English translation alone should be uploaded into your application.

**Statement of purpose:** In an essay of 250 - 500 words, state your purpose in undertaking graduate study in your chosen field. Include your academic objectives, research interests, and career plans. Also discuss your related qualifications, including collegiate, professional, and community activities, and any other substantial accomplishments not already mentioned on the application.

International applicants only: Please review International Applicant Information (<https://graduate.admissions.gwu.edu/international-student-application-requirements>) (<https://graduate.admissions.gwu.edu/international-student-application-requirements/>) carefully for details on required documents and English language requirements. Please note: international students who require a student visa from GW are not eligible to apply for admission to this program.

PLEASE NOTE that the minimum English language test scores required by this program are:

- Academic IELTS: an overall band score of 7.0 with no individual band score below 6.0; or

- TOEFL: 600 on paper-based, or 100 on Internet-based; or

- Academic PTE: 68

### Supporting documents not submitted online should be mailed to:

The GW School of Business  
Attn: Graduate Admissions  
2201 G Street, NW, Suite 550  
Washington, DC 20052

### Contact for questions:

business@gwu.edu ~ 202-994-1212 (phone)  
9:00 am - 5:00 pm, Monday through Friday

## REQUIREMENTS

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

Code	Title	Credits
<b>Prerequisite</b>		
MBAD 6274	Marketing	
<b>Required</b>		
MKTG 6248	Advertising and Marketing Communications Strategy	
or MKTG 6256	Integrated Marketing Communication	
MKTG 6255	Strategic Brand Management	
<b>Elective</b>		
Two courses selected from the following:		
MKTG 6242	Buyer Behavior	
MKTG 6243	Marketing Research	

MKTG 6246	Marketing of Services
MKTG 6251	Product Management
MKTG 6259	Marketing Strategy