

LOMBARDO COLLEGE OF BUSINESS ONLINE CERTIFICATE IN MARKETING



The goal of the certificate in marketing is to offer an undergraduate-level credential to students who want additional expertise in marketing to fulfill their career goals.

This certificate will allow students to gain critical advanced skills in the area of marketing by taking a variety of marketing courses fully online without having to complete a full degree program. Students will take Principles of Marketing (and any prerequisites if applicable), Consumer Behavior and three marketing courses that best align with their career goals. After completing the certificate, you may also more easily pursue an undergraduate degree in business here at MU if you wish to do so in the future.

The Lombardo College of Business' Marketing Certificate enables students to:

- Diversify their skills within their current major of study at Millersville
- Gain critical advanced skills in the area of marketing
- Upskill knowledge and abilities based on up-to-date practices and the latest research

MARKETING CERTIFICATE

Students completing the Marketing Certificate are able to transfer credits seamlessly into the Bachelor of Science in Business Administration degree program when they are ready to take the next step.

- Flexibility – 100% online and courses can be started at almost any time
- Short format – can be completed in a year of part-time coursework
- Costs a fraction of an undergraduate degree
- 15-credit undergraduate certificate
- Credits can be applied to any Bachelor's in Business degree

OUTCOMES

As a result of finishing this program, students will be able to:

- Craft and implement a detailed marketing plan using a variety of media
- Understand and apply marketing analytics to strategic business problems
- Predict and shape consumer behavior using marketing models
- Identify and implement socially responsible marketing programs

CURRICULUM

Required Courses (6 credits)

BUAD 231 – Principles of Marketing (Required before taking all other courses)
MKTG 332 – Consumer Behavior

Elective Courses (9 credits)

Any combination of 300 or 400 level marketing courses (except for MKTG 332). Students will work with their advisor to choose 9 credits of elective courses which best fit their interests and career goals.

