

Certificate

Marketing Management

This program enables you to excel in modern marketing by mastering sales and marketing alignment, leveraging AI for personalized customer experiences, and developing data-driven, multi-channel campaigns for success in today's buyer-centric environment. The Marketing Management program consists of three required courses, three elective courses and one capstone course.

Total Units: 15

Completion Time: 9-12 months (full-time)

Modality: Online, in person, or choose a mix of both.

Special Programs: F-1 Compliant and WIOA/TAA Funding Approved.



Courses may have prerequisites; review the course page before enrolling. A checkmark indicates the course is typically offered during that term. *

Required Courses

7 Units | 3 Courses

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Customer-Driven Marketing: Principles and Practice MKTG.X400	2.0	✓	✓	✓	✓
Integrated Marketing and Sales Strategies MKTG.X403	2.0	✓	✓		
Integrated Marketing Communication MKTG.X408	3.0	✓	✓	✓	

Elective Courses

6 Units | Choose 3 Courses

Digital and Performance Marketing

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Customer Acquisition Planning and Growth Tactics MKTG.X405	2.0		✓		✓
CRM Implementation and Customer Experience Strategy MKTG.X407	2.0			✓	
Search and AI Engine Optimization (SEO, SEM, AEO) MKTG.X410	2.0	✓		✓	
Strategic Digital Marketing & Integrated Campaign Planning MKTG.X419	2.0		✓		✓
Applied Web, Mobile and AI Analytics MKTG.X412	2.0				✓

Marketing Strategy and Insights

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Applied Market Research for Strategic Decisions MKTG.X401	2.0		✓	✓	
Customer Insights and Market Sizing MKTG.X413	2.0	✓		✓	
Product Marketing: From Planning to Launch MKTG.X406	2.0				✓
AI Tools for PR, Media, and Campaign Communications MKTG.X402	2.0		✓		
AI Applications and Tools for Marketers MKTG.X420	2.0	✓		✓	

Capstone Course

2 Units | 1 Course

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Capstone: Marketing Decision-Making from Entry to Leadership MKTG.X491	2.0	✓		✓	

Completion Review

Once all certificate requirements have been met and your final grades are posted, please access your Student Portal to enroll in the "[Certificate Completion Fee](#)" to begin the review process. Please allow 4-6 weeks to receive your certificate.

Available Specialization

Enhance your career trajectory with a specialization in "[Administrative Professionals](#)" to enhance your skills in business finance, strategic communications, and effective writing.