Overview
The Graduate Certificate in Marketing Management provides students with a foundation in marketing and the opportunity to acquire additional understanding of marketing topics. The courses allow students to develop deeper knowledge in areas of interest, including sales management, consumer behavior, services marketing, and market research. The program should benefit current MBA students as well as business people seeking to gain additional marketing knowledge.

The certificate courses, taught by College of Business Department of Marketing professors, are designed to provide industry-specific knowledge relevant to working professionals seeking deeper knowledge and understanding in marketing and the impacts to the business environment.

Curriculum
Coursework builds on the MBA marketing material, as well as industry skill sets and knowledge. Classes are online with an emphasis on discussions and engagement with other students on marketing themes facing businesses today.

Required courses include:
- BUS 655 – Marketing Management (2 cr.)
- BUS 656 – Marketing Strategy and Planning (2 cr.)
- MKT 610 – Qualitative Marketing Research Methods (1 cr.)
- MKT 611 – Quantitative Marketing Research Methods (1 cr.)
- MKT 661 – Consumer Behavior (1 cr.)
- MKT 662 – Strategic Selling for Business Customers (1 cr.)
- MKT 667 – Service Marketing Management (1 cr.)

Admission to a business graduate program and/or additional coursework may be required to meet prerequisites. Contact the department for more details.

Contact
(800) 491-4622
cobgradinfo@colostate.edu

Delivery
Online

Credits
9 credits
Additional prerequisite coursework may be required

Tuition
$946 per credit
- Includes Student Services
- Fees assessed separately
- Financial aid is available; eligibility determined on an individual basis

Time frame
Can be completed in 2 semesters

More info
online.colostate.edu/certificates/marketing
Application Deadlines
Fall semester: **August 1**  
Spring semester: **January 1**

1 **Review Admission Requirements**
   Graduate certificate applicants generally must meet or exceed the following criteria:
   1. An undergraduate degree from an accredited four-year institution in any field
   2. A minimum of four years of professional work experience
   3. A cumulative GPA of 3.0 or higher from your most recent degree completed
   4. International applicants: minimum TOEFL or IELTS scores

   1. While we encourage our students to meet the minimum criteria, failure to meet one may be offset by strengths in other areas, as determined by the Graduate Program Committee.
   2. Please submit an academic performance explanation if your GPA was lower than 3.0.
   3. A minimum Internet-based TOEFL score of 86 or a minimum IELTS score of 6.5 or a minimum of PTE score of 58 is required for all certificates except Accounting Ethics and Auditing, which requires a minimum Internet-based TOEFL score of 95 or minimum IELTS score of 7.0.

2 **Complete Online Application**
   Complete the [online graduate application](http://online.colostate.edu) and pay the nonrefundable application processing fee (payable online). As soon as you have completed the required information, please submit your application. You do not need to wait for recommendations or transcripts to move your application forward.
   - Choose “Marketing Management (Certificate) – Distance” when choosing the Program of Study. (Note: You must first select “Certificate” at the top.)

3 **Request Transcripts**
   Request one official transcript of all collegiate work completed from every institution attended, whether or not you received a degree from those institutions. Transcripts from Colorado State University are not required. Official transcripts can either be mailed in or sent as e-transcripts.
   
   Send e-transcripts to: [gradadmissions@colostate.edu](mailto:gradadmissions@colostate.edu)
   
   Send paper copies to:
   Graduate Admissions  
   Colorado State University – Office of Admissions  
   1062 Campus Delivery  
   Fort Collins, CO 80523-1062

**Check Your Application Status**
View your [application status](http://online.colostate.edu) at any time to ensure your application checklist is complete or to check on updates. Once your complete application, including supporting materials, is received, the department admission committee will review your application and notify you of their decision.

**International Students**
See [website](http://online.colostate.edu) for test score and transcript requirements.