Overview
The Graduate Certificate in Marketing Management provides students with a foundation in marketing principles and allows students to develop deeper knowledge in areas of interest, including:
- Strategy and planning
- Sales management
- Consumer behavior
- Services marketing
- Market research

Topics of study include:
- Product development
- Value capture
- Marketing strategy analysis
- Conducting focus groups
- Consumer behavior
- B2B sales strategies
- Customer satisfaction

Apply credits toward your MBA
Courses successfully completed with a grade of “B” or better as part of the marketing management certificate may also count toward elective credit hours required for completion of CSU’s online Master of Business Administration (M.B.A.), after formal admission per University transfer policies. However, successful completion of the courses or certificate does not guarantee admission to the degree program.

Curriculum
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.

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

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

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How to Apply
Marketing Management - Graduate Certificate

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:

• An undergraduate degree from an accredited four-year institution in any field
• A cumulative GPA of 3.0 or higher from your most recent degree completed
• 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 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

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 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 for test score and transcript requirements.