

MARKETING STRATEGY CERTIFICATE REQUIREMENTS

The Certificate in Marketing Strategy is designed to allow professionals with a bachelor's degree to acquire knowledge, experience, and a solid foundation to manage marketing strategic decision-making in entrepreneurial and global brand contexts.

Admission Requirements

1. A baccalaureate or higher degree from a regionally accredited institution.
2. One of the following:
 - a. At least a 2.75 overall grade point average in the undergraduate degree program.
 - b. At least a 2.90 grade point average in the last half of the undergraduate degree program.
 - c. A master's degree or higher from an institution regionally accredited at the corresponding graduate level.
 - d. At least 12 credits of graduate work completed on a regular grade basis at UW-Whitewater.

Certificate Requirements:

Code	Title	Units
Certificate Requirements - 14 units		
MARKETNG 747	MARKETING STRATEGY	2
MARKETNG 761	INTERNATIONAL MARKETING	3
MARKETNG 767	ENTREPRENEURIAL MARKETING STRATEGY	3
MARKETNG 770	BRAND MANAGEMENT	3
Select one from:		3
MARKETNG 751	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	
MARKETNG 772	DIGITAL MARKETING	
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	
Total Units		14