

STRATEGIC MARKETING (CERTIFICATE)

The Strategic Marketing graduate certificate is designed for professionals that require an understanding of marketing to make informed strategic business decisions for their organizations.

Description

Marketing is the art and science of creating customer value and marketplace exchanges that benefit an organization and its stakeholders. The strategic marketing process is essential for enabling the organization to use its resources most efficiently and effectively to reach its target markets. This 12-credit-hour program will help you understand cutting-edge marketing concepts and give you the necessary skills and tools to design and implement an effective integrated marketing strategy that drives revenue growth.

Program-Related Information

Graduate Chair

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Support Staff

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Program Website

<https://go.unl.edu/strategicmarketingcertificate> (<https://go.unl.edu/strategicmarketingcertificate/>)

Applying for Admission

Standard requirements for all graduate programs

- Application for Admission with \$50 non-refundable application fee (<https://graduate.unl.edu/admissions/requirements/#appfee>).
- Transcripts (<https://graduate.unl.edu/admissions/requirements/#transcripts>) (unofficial): Uploaded as part of application form.
If International: Uploads must include all college- or university-level transcripts or mark sheets (records of courses and marks earned), with certificates, diplomas, and degrees plus certified English translations.

After admission: Official documents are required from all students who are admitted and enroll. Photocopies of certified records are not acceptable. International students enrolled in other U.S. institutions may have certified copies of all foreign records sent directly to the Office of Graduate Studies by their current school's registrar office.

- If applicant's native language is not English, verification of English proficiency (<https://graduate.unl.edu/admissions/english-proficiency/>) is required.
When sending TOEFL scores, our institution code is 6877 and a department code is not needed.
- If applicant is not a US citizen and expects an F or J visa: financial information (<https://graduate.unl.edu/prospective/international/financial/>).

- Applicants must also fulfill any additional requirements the department specifies at the time of application.

Additional requirements specific to this program

- Personal Statement: Letter of interest.
- Professional Resume
- Recommenders/References: Name three references. No recommendation letters are needed; these references will be contacted only if the committee deems it necessary.

Certificate programs are not considered degree programs, additionally, coursework for this program is delivered primarily online, so international students should be aware that admission to this program is ineligible for immigration forms for an F-1 student visa.

Admission Application Deadlines

Because we review applications on a continual basis, you can start earning the certificate when it works best for you, whether that's spring, fall, or summer.

- Fall Semester: July 1
- Spring Semester: November 1
- Summer Session: April 1

Requirements

Complete 12 credit hours as listed below:

Required Courses (3 credits)		3
GRBA 813	Managerial Marketing	3
Electives (9 credits)		9
MRKT 821	Customer Analytics and AI	3
MRKT 822		3
MRKT 826	Services Marketing	3
MRKT 828		3
MRKT 830	Strategic Issues in Marketing Communication	3
MRKT 835		3
MRKT 841		3
MRKT 855	Marketing and Globalization	3-6