

Marketing

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Into which MS degree will this Graduate Certificate convert?

MBA

In what industries might a holder of this Graduate Certificate find employment?

Sales and marketing roles

In what job titles might a holder of this Certificate fit?

Sales Manager, Account Manager, Sales Lead, Chief Sales Officer

Is this certificate fully available online (all courses)?

Yes

Description of certificate program

The marketing certificate prepares students to understand a world where technology is changing how products are developed, how customers are won and retained, and how companies interact with customers. Traditional marketing concepts are reinterpreted in light of sweeping technological changes in markets and media. Students are also able to focus on the development and marketing of high technology products.

(This curriculum is already a concentration for the MBA program. We would like to make this concentration into a certificate to allow students to earn a credential while also earning their degree (in addition to students just pursuing a MBA degree))

Course Listing. **Select 4 from the following:**

IE 659: Supply Chain Engineering - Coordination of product manufacturing and logistic activities across the global supply chain is studied. Focus is on supply chain design, implementation, and control. Topics include transportation and distribution networks, inventory control, demand planning, materials handling and warehousing, supply chain contracts, manufacturing flexibility, product design for responsiveness, and ERP systems and supply chain analytics

IS 664: Customer Discovery - Learning the process of directly engaging with customers to explore potential new markets. Such evidence-based entrepreneurship guides the potential for new product ideas early in the development process. Similarly, high-tech innovators in new media, web, software apps, social networking, wearable computing, and mobile devices need to determine early on if their proposed solutions address real user needs.

MNE 655: Concurrent Engineering - Concurrent/simultaneous engineering methods and tools such as system analysis, system modelling and system integration, market oriented, integrated design for manufacturing, assembly, quality and maintenance, product design analysis, integrated product design and manufacturing innovation methods, QFD (Quality Function Deployment) ? applied to concurrent engineering, FMEA (Failure Mode and Effect Analysis), POKA-YOKE, KANZEI, waste reduction, quality circles, rapid prototyping of designed objects and various other advanced processing methods.

MRKT 631: Marketing Research - research and managerial perspective on advanced marketing research methods and analytical techniques. Topics include problem formulation, research design, data collection and analysis, managerial report writing. Students will acquire experience by developing and executing their own marketing research project using sophisticated computerized analytical techniques.

MRKT 632: Strategic Marketing Management - an overview of marketing strategies: pricing, product, promotion, and place. Ethical issues are discussed as well as other course concepts using case analysis, videos, class discussion, and term projects.

MRKT 636: Design and Development of Technology Products - Focus on analysis of needs of buyers and consumers for specific product characteristics and the development of appropriate products to satisfy such needs. The process of identifying new product opportunities, screening new product concepts, product testing and test marketing, product positioning, and development of the marketing strategy and implementation plans.

MRKT 638: Sales Management for Technical Professionals - Focuses on the promotion and sales of products in the business-to-organization market. All elements of the marketing communications mix are covered according to their importance in that market: selling, sales promotion, trade advertising, and publicity. The latest techniques are reviewed and discussed using case histories and student projects. Issues of global competitiveness, high technology products, and the role of total quality management in marketing communications are emphasized.

MRKT 645: Digital Marketing Strategy - Introduction to the use of the Internet and electronic commerce in the development of marketing strategy. Examines the characteristics of electronic markets, the use of Internet for data collection and market research, the Internet as a communication and distribution medium, and the development of Internet-based marketing strategies.