

GRADUATE CERTIFICATE IN MARKETING - AVAILABLE 100% ONLINE

A Graduate Certificate in Marketing is a program of study designed to help students understand a specific area of business and applications within the field. Ideal for both graduate students who seek to explore a specific area of concentration in business as well as working professionals seeking business education credentials to potentially advance in a current career or to build a foundation for a new career. Admissions to a graduate certificate does not guarantee admissions to a Neff College of Business and Innovation master's program. In order for courses to count toward a Neff College of Business and Innovation master's degree, a grade of "C" or better is required.

ADD A GRADUATE CERTIFICATE

If you are currently enrolled in a degree-seeking program and wish to earn a certificate while pursuing this degree, please complete the Request to Add a Graduate Certificate form. Click here (https://www.utoledo.edu/graduate/files/Request_to_add_a_grad_certific.pdf) for complete instructions and form.

If you are not currently enrolled in a degree seeking program but wish to earn a certificate, please complete the Graduate Online application. Click here (<https://www.utoledo.edu/graduate/apply/>) to apply online.

Applicants Will Submit the Following:

- Transcripts showing evidence of a Bachelor's degree with at least a 2.7 cumulative G.P.A.
- Resume
- Application and Fee (if required)

for International Students:

- International Students currently pursuing a graduate degree (masters, Ph.D., MD, JD) at The University of Toledo are eligible to apply for graduate certificates in business.
- International students not currently enrolled in a graduate degree-seeking program with The University of Toledo are not eligible to apply for a graduate certificate program.

No GMAT or GRE will be required for admission to a Neff COBI graduate certificate, however if the student later applies to a graduate program in Neff COBI, a GMAT/GRE score may be required.

Notes: Admissions to a Neff COBI graduate certificate program does not guarantee admissions to a Neff COBI master's program. For courses to count toward a Neff COBI master's degree, a grade of "C" or better is required.

Applications for admission are considered on a rolling basis. However, students are encouraged to submit their applications by the following dates:

Domestic students:

Fall students	August 1st
Spring semester	November 15th

International students:

Fall semester	May 1st
Spring semester	October 1st

Take any three (9 credits) graduate level marketing electives from the list below:

Code	Title	Hours
MKTG 6140	Relationship Marketing	3
MKTG 6220	Strategic Customer Insight & Analysis	3
MKTG 6230	Digital Marketing	3
MKTG 6250	Global Sales and Sales Management	3
MKTG 6400	International Marketing	3
MKTG 6980	Special Topics	3

Prerequisite: BUAD3010 (Principles of Marketing) for Level UG with minimum grade of C or MKTG 5410 for level GR with minimum grade of C or equivalent UG/GR course from accredited University or equivalent experience (department chair sign off required).

- PLO 1. Solve business problems using their knowledge of the relationship between marketing and other business functions.
- PLO 2. Determine the appropriate product, pricing, channels of distribution, and promotion strategies to meet consumer expectations and further the goals of the organization.
- PLO 3. Evaluate when and why relationship marketing practices can be advantageous or detrimental to marketing and organizational performance.
- PLO 4. Apply strategic planning across the functional areas of marketing communications.
- PLO 5. Create an integrated marketing communication proposal that would synergistically combine pertinent tools to reach selected audiences.