

MARKETING CERTIFICATE

2023-2024 Requirements

MARKETING CERT

12 credits

MKTS	205	Principles of Marketing	3 credits
MKTS	305	Buyer Behavior	3 credits
MKTS	311	Marketing Research and Analytics	3 credits
MKTS	411	Adv. Marketing Management	3 credits

*Students cannot transfer in more than 9 credits toward the minor requirements.

*Any remaining requirements must be taken at Point Park University and cannot be taken on the Pass/No Credit Option.

Program Objectives

1. Find, evaluate, and use information effectively, ethically, and legally from a variety of formats , both traditional and technological, commonly used in the industry.
2. Effectively communicate thoughts and ideas through verbal, written, and electronic means to convey clear and organized information to target audiences.
3. Examine situations to uncover problems and opportunities, analyze information, evaluate alternatives, develop solutions, and facilitate decision-making.