

MARKETING, CERTIFICATE IN (GRADUATE CERTIFICATE)

The graduate Certificate in Marketing helps students understand how to appeal to consumers through branding, the marketing mix (product, pricing, promotion and distribution and place strategies) and online tools and platforms to implement effective marketing campaigns across traditional and digital channels and to create and manage strong brand identities.

Student learning outcomes

1. Students will be able to create and implement a comprehensive marketing strategy by selecting appropriate target markets, developing an integrated marketing mix and establishing metrics to evaluate marketing performance.
2. Students will be able to evaluate consumer behavior patterns using mapping tools and research methods to create targeted marketing and positioning strategies that influence purchase decisions.
3. Students will be able to analyze the customer experience journey across digital and traditional touchpoints to optimize marketing decisions and enhance user engagement.
4. Students will be able to design and implement digital marketing campaigns using various platforms while measuring and optimizing their performance.
5. Students will be able to develop data-driven brand strategies by interpreting consumer insights and creating consistent brand messaging across multiple channels.

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the Graduate School website (<http://www.graduate.vcu.edu/>) and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the [academic regulations section for additional information on academic regulations for graduate students.](https://bulletin.vcu.edu/academic-regs/) (<https://bulletin.vcu.edu/academic-regs/>)

Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's

faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the [academic regulations section for additional information on degree candidacy requirements.](https://bulletin.vcu.edu/academic-regs/grad/candidacy/) (<https://bulletin.vcu.edu/academic-regs/grad/candidacy/>)

Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the [academic regulations section for additional information on graduation requirements.](https://bulletin.vcu.edu/academic-regs/grad/graduation-info/) (<https://bulletin.vcu.edu/academic-regs/grad/graduation-info/>)

Apply online today. (<https://www.vcu.edu/admissions/apply/graduate/>)

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
Certificate	Fall	Jul 1	
	Spring	Nov 1	
	Summer	Mar 1	

All applicants to the graduate certificate program are required to meet the admission requirements of the VCU Graduate School (<https://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/>). Applicants will be required to submit the following materials to the Graduate Admissions office:

- Application form and application fee
- Three letters of recommendation, professional and/or academic
- Official undergraduate transcripts from all schools attended
- A statement of purpose outlining career goals
- A resume stating relevant work experience

No transfer credit hours are accepted for the certificate program. Credits from a degree already awarded cannot be applied toward the certificate.

For international students, the following is required:

- An official transcript evaluation from a recognized foreign educational credentials evaluation service accredited by the National Association of Credential Evaluation Services or the American Association of Collegiate Registrars and Admissions Officers.
- A Test of English as a Foreign Language minimum composite score of 100 for the Internet Based Test or 600 for the paper-based score; or an International English language Testing System score minimum of 6.5 on the academic exam.
- A score of 68 or higher on the VCU English Language Program Compression test. Students who do not achieve a score of 68 will be placed in the appropriate level English language proficiency courses.

In addition, the Department of Marketing will require applicants to demonstrate exposure to basic competencies in statistics or general business. A committee will assess these competencies via a transcript and resume review.

Degree Requirements

In addition to general VCU Graduate School graduation requirements (<https://bulletin.vcu.edu/academic-regs/grad/graduation-info/>), students in the Certificate in Marketing program must complete 12 credit hours of course work.

The Certificate in Marketing offers a fundamental approach to marketing that bridges theory and practice, preparing students to thrive in today's dynamic marketing landscape. The curriculum provides specialized marketing expertise that can complement a broader business foundation or offer an accessible entry point into marketing that leverages students' diverse backgrounds while building essential marketing competencies. The curriculum emphasizes hands-on learning and opportunities to work on real-world projects with actual clients, equipping students with practical skills and a relevant marketing toolkit they can immediately put to use in the professional world. Students will learn to create and implement a comprehensive marketing strategy and to evaluate consumer behavior patterns and customer experience journeys for better targeting and positioning decisions. The curriculum will also train students to design and implement digital marketing campaigns using various platforms and to develop data-driven brand strategies based on consumer insights.

Curriculum Requirements

Course	Title	Hours
MKTG 671	Marketing Management	3
MKTG 672	Influencing Consumer Behavior	3
MKTG 675	Digital Marketing	3
MKTG 679	Brand Strategy	3
Total Hours		12

The minimum number of graduate credit hours required for this certificate is 12.

Contact

Austen Gouldman
gouldmana@vcu.edu
(804) 828-4622

Additional contact

Graduate Studies in Business
gsib@vcu.edu
(804) 828-4622