

# Marketing

The **Certificate in Marketing** provides undergraduate students with a marketing-specific set of in-demand skills. Students will be introduced to key marketing concepts and competencies, including competitive analysis, market research, communications strategy, product marketing, branding, editing and social media marketing. The certificate can be customized to fit a student's unique interests in design thinking, creative writing, video editing, podcasting or two-dimensional design.

According to this Burning Glass report (PDF) (<http://bulletin.wustl.edu/undergrad/caps/cert-marketing/BGTReportLiberalArts.pdf>), adding technical field-specific skills to a liberal arts program of study doubles the jobs available to recent graduates.

The Certificate in Marketing may also be pursued on a stand-alone basis for individuals seeking professional development in their current role.

Contact: School of Continuing & Professional Studies Advisers  
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Website: <https://caps.wustl.edu/programs/certificates/marketing>

## Requirements

### Certificate in Marketing

The undergraduate **Certificate in Marketing** is earned by completing five courses (13 credit units total), including four core courses and one additional course to be selected from a short list.

**Required Courses:** 10 units

Code	Title	Units
Bus 270	Marketing Concepts	3
Comm 305	Market Research and Communications Strategies	3
Comm 3451	Effective Editing	3
Comm 3090	Social Media for Public Relations	1
<b>Total Units</b>		<b>10</b>

**Choose one from the following:**

Code	Title	Units
Art 109	Design Concepts	3
Comm 308	Making the Cut: Editing Digital Video	3
JRN 327	Audio Storytelling: From Podcasts to Newscasts	3
Any Creative Writing course from the U11 English Composition department		3