

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
Phone:	314-935-6700
Email:	ucollege@wustl.edu
Website:	https://caps.wustl.edu/programs/ certificates/marketing