

The certificate is designed for mid-career or senior level professionals with an academic background in marketing, business, or management and who wish to enhance their knowledge of marketing concepts. The Marist College School of Management offers the tools you need to gain these essential skills to help you be a more valuable asset to your organization.

### *Manage your Marketing Potential!*

Applicants to the Advanced Certificate Program must have a bachelor's degree with an undergraduate cumulative GPA of 3.0 or higher and have satisfied the prerequisite course requirements as described below. Permission to take courses as a non-matriculated student in the certificate program does not guarantee full matriculation to the MBA program as a degree-seeking candidate. Non-matriculated students are limited to one advanced certificate.

Credits earned in the certificate program may be applied toward Marist's AACSB-accredited MBA program provided the student applies and is fully admitted to the MBA prior to completing the academic requirements of the certificate. Admission decisions are made by the MBA Program Director and are final. Participants in the certificate programs are subject to the same criteria in maintaining good academic standing as are all students in the MBA program.

#### Advanced Certificate in Marketing

Students pursuing the Advanced Certificate in Marketing shall complete three 600-level graduate courses from the following list. Course descriptions are on the next page.

MBA 621 Strategic Marketing Planning  
MBA 622 International Marketing  
MBA 623 Consumer Behavior  
MBA 687 Electronic Marketing

**PREREQUISITES:** Introduction to Marketing, Business Law and Business Statistics and/or their equivalents taken at the undergraduate and/or graduate level with an earned grade of B or better OR obtain a score equivalent to a grade of B or better on the CLEP Principles of Marketing, CLEP Introduction to Business Law, and DANTES Principles of Statistics. Candidate must have fulfilled the prerequisite requirements within the last 10 years. Alternatively, students may complete the appropriate MBA foundation courses to satisfy these prerequisite requirements. See the next page for more information.

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS  
IN THE WORLD

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*Manage Your Marketing Potential!*

### **MBA 621 Strategic Marketing Planning**

This course develops an understanding of the concepts and techniques of contemporary strategic marketing planning. Major subject areas include: evolution of strategic corporate and marketing planning; the logic of the planning process; product and market analysis; definition of opportunities and threats; strategic selection based on product life cycle; evaluation of marketing plans by discounted cash flows, net present value method, and internal rate of return method. The use of models to develop marketing strategies will also be examined. The course makes extensive use of the case-study method and employs a "learning by doing" approach.

### **MBA 622 International Marketing**

This course will address global issues and environmental and cultural aspects of doing business internationally with special emphasis on strategic implication of marketing in different country cultures. Decisions areas include (but are not limited to) making product adaptation, modes of entry, and business ethics. Students will learn to plan and organize for global marketing and develop market entry strategies, market targeting and positioning strategies as well as product, pricing, distribution, and promotion strategies. Issues of gray marketing, dumping, and transfer pricing will also be addressed. Lecture and case discussion will be used along with learning activities involving case preparation and presentation and an international marketing planning project. Class sessions will consist of varying percentages of lecture, discussion of specific assignments, student presentations, and analysis of appropriate cases.

### **MBA 623 Consumer Behavior**

This course studies the mental and physical processes in which consumers engage. It integrates social and cognitive psychology with marketing and economic theory to better understand consumers with the ultimate goal of developing marketing strategy. How do consumers make choices? How will their backgrounds affect those choices? This course studies why consumers do what they do with an eye toward improving marketing strategy development. We'll discuss both psychological and marketing theory as well as market trends, societal changes, and yes, even aberrant consumer behavior.

### **MBA 687 Electronic Marketing**

This course examines the impact of the Internet on traditional methods of marketing and its potential use for the marketing of goods and services across a range of product categories. This course investigates the utility of the Internet as a tool for businesses to increase effectiveness, efficiency, and competitiveness. Students will also study the business models currently existing on the Web and develop a framework that can be used to evaluate the Internet's potential for firm customer-relationship building across a range of business types.

### **PREREQUISITE COURSE WORK**

Candidates for the Advanced Certificate in Marketing may satisfy the prerequisite course work by taking the following Marist MBA Foundation courses.

### **MBA 501 Legal Environment of Business**

Study of the foundations of the American legal system: basics of contract law, agency law, forms of business organization law, and consumer safety law; basics of administrative law and practice; regulation of competition; the influence of the structure of business on the morality of the business's behavior; the international legal environment, and currently emerging issues in the legal environment of business.

### **MBA 525 Marketing Foundations**

Marketing is an exciting field and a key driving force in any successful business enterprise. This course is intended to provide a descriptive view of marketing and marketing management. The primary focus will be to understand the marketing planning process and the decision making required during each step of this process. Although this is an introductory course in marketing, a strong effort is placed on experiential learning and relating the material to applied settings. Class discussions involving current marketing situations and issues are emphasized.

### **MBA 535 Analytical Tools for Decision Making**

A foundation course in the key statistical methods used to analyze data in support of business decisions. Topics included are: descriptive statistics, continuous and discrete distributions, sampling and inference, comparisons, hypothesis testing, regression, and other more advanced methods selected by the instructor.