

STRATEGIC MARKETING, CERTIFICATE

Curriculum

The following courses are required:

Course	Title
ADVT 380-CN	Visual Communication
MKTG 201-DL	Principles of Marketing
MKTG 310-CN	Integrated Marketing Communications
MKTG 320-DL	Brand Management
MKTG 350-DL	Market Research
MKTG 370-DL	Introduction to Public Relations