

# STRATEGIC MARKETING

SPS Certificate website: <https://sps.northwestern.edu/post-baccalaureate/strategic-marketing/index.php> (<https://sps.northwestern.edu/post-baccalaureate/strategic-marketing/>)

The Strategic Marketing post-baccalaureate certificate is designed for emerging professionals in the fields of marketing, management, public relations and integrated marketing communication. Students learn to think strategically about marketing, from developing market-responsive products to branding to developing effective communication. The courses in this program blend theory and practice, drawing upon examples from recent and noteworthy marketing campaigns and market-leading products and services.

## Certificate Offered

- Strategic Marketing, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/strategic-marketing/strategic-marketing-certificate/>)

## Strategic Marketing Courses

### ADVT 311-CN Advertising: Creative (1 Unit)

Students interested in pursuing a career in advertising copywriting or art direction learn the skills needed to obtain positions in this highly competitive field, working under the guidance of a team of creative professionals. May not be audited. Enrollment is limited.

### ADVT 312-CN Advertising: Intermediate Creative (1 Unit)

Students interested in pursuing a career in advertising copywriting or art direction learn the skills needed to obtain positions in this highly competitive field, working under the guidance of a team of creative professionals. May not be audited. Enrollment is limited.

**Prerequisite:** ADVT 311-CN.

### ADVT 313-CN Advertising: Advanced Creative (1 Unit)

Students interested in pursuing a career in advertising copywriting or art direction learn the skills needed to obtain positions in this highly competitive field, working under the guidance of a team of creative professionals. May not be audited. Enrollment is limited.

**Prerequisite:** ADVT 312-CN.

### ADVT 370-CN Introduction to Public Relations (1 Unit)

The essential components of effective public relations strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages. Students select a "beat" or coverage area to investigate as part of the class homework projects. This course involves heavy writing; it may not be audited.

### ADVT 380-CN Visual Communication (1 Unit)

Basic concepts of visual communication; industry-standard software as tools for creation; the relationships between the practical and aesthetic concerns that go in to effective graphic design. Students must possess a working laptop computer with Adobe Photoshop, Illustrator, and InDesign to enroll in this course.

### ADVT 390-CN Topics in Advertising: (1 Unit)

Topics vary. May be repeated for credit with different topic.

### MKTG 201-CN Principles of Marketing (1 Unit)

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing,

market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.

### MKTG 201-DL Principles of Marketing (1 Unit)

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing, market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.

### MKTG 310-CN Integrated Marketing Communications (1 Unit)

Practical introduction to integrated marketing communication strategic concepts and methods. Topics include product strategy, branding, pricing strategy, distribution, retailing, service marketing, advertising, promotion and media.

### MKTG 320-CN Brand Management (1 Unit)

Introduction to brand management as critical element to maintaining the long-term profitability of products and services. Topics include understanding of brands from a customer perspective; building, measuring, and leveraging brand equity; managing brand portfolios and managing brands over time.

### MKTG 350-CN Market Research (1 Unit)

Introduction to marketing research and the marketing research process.

### MKTG 360-CN International Marketing (1 Unit)

Examination of both international marketing and the effort to market to various cultures within the United States.

### MKTG 390-CN Topics In Marketing: (1 Unit)

Topics vary. May be repeated for credit with different topic.

### MKTG 399-CN Independent Study (1 Unit)