# Marketing

Many highly-trained professionals (such as doctors, lawyers and engineers) enter the workforce with strong technical skills but little understanding of how to maximize their value and earning potential in the marketplace.

The Marketing certificate not only provides that knowledge, but its flexibility also allows professionals to focus their learning on the areas of most value to them such as growing a customer base, building brand loyalty or selling creative works in the marketplace.

## Curriculum (12 Credit Hours)

### CORE COURSES
- BA 7000 Marketing and Organizations
- MKTG 7035 Marketing Strategy

### ELECTIVES
- MKTG 7012 Marketing Research
- MKTG 7015 Buyer Behavior
- MKTG 7016 Professional Sales
- MKTG 7017 Consumer Insights
- MKTG 7018 Product Management
- MKTG 7022 Business to Business Marketing
- MKTG 7025 Advertising
- MKTG 7027 e-Marketing (Social Media)
- MKTG 7030 Branding
- MKTG 7031 International Marketing

Students may substitute core courses or electives with approval of Academic Director.

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**Learn More**

**Professor Drew Boyd**
Academic Director
Drew.Boyd@uc.edu
513-556-4587

**Jason Dickman**
Associate Director
Graduate Recruitment
Jason.Dickman@uc.edu
513-556-7024

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