



**MARKETING - GRADUATE CERTIFICATE**

**2023-2024 RECOMMENDED PROGRAM SEQUENCE**

**15 CREDITS**

**Prerequisite:** BUSN520 Management and Marketing (or undergraduate equivalent/experience).

**MARKET GRC**

YEAR ONE					
<u>Fall Semester</u>			<u>Winter Semester</u>		
		(6 credits)			(6 credits)
MKTG610	Marketing Strategies	3	MKTG723	Consumer Behavior	3
MKTG705	Digital Marketing	3	MKTG757	Strategic Brand Development and Management	3
<u>Spring/Summer Semester</u>		(3 credits)			
MKTG775	Integrated Marketing Communication Strategy	3			

This information is subject to change and cannot be considered an agreement or contract between individual students and Davenport University. Refer to the current University catalog to confirm degree requirements.

Last Updated: 5/8/23 LG (mca)

Finalized: