



MARKETING - GRADUATE CERTIFICATE

2019-2020 RECOMMENDED PROGRAM SEQUENCE

12 CREDITS

Prerequisite: MKTG610 (taken as part of the MBA) is required prerequisite that must be completed prior to taking the following courses.

MARKET GRC

YEAR ONE					
Fall Semester		(6 credits)	Winter Semester		(6 credits)
MKTG705	Digital Marketing	3	MKTG757	Strategic Brand Development and Management	3
MKTG723	Consumer Behavior	3	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: mgc 11-30-2018

Finalized: MGC 11-30-2018