

Brand Management, Graduate Certificate (Boston)

Northeastern University D'Amore-McKim School of Business' Graduate Certificate in Brand Management (https://damore-mckim.northeastern.edu/programs/brand-management-certificate/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=GCBM) helps students create and manage brands that resonate with consumers. Students develop a strategic mindset and specialized skills equipped for today's dynamic digital marketing environment.

In just four courses—with an option to take a fifth to deepen your learning—you'll learn how to develop an integrated brand strategy that helps students position an organization for growth. Your coursework will explore the brand-building process across platforms, and you'll choose electives that take a deeper look at topics such as consumer behavior, marketing research, and innovation.

Program Requirements

Core Requirements

Code	Title	Hours
MKTG 6200	Creating and Sustaining Customer Markets	3
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	3

Electives

Code	Title	Hours
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
MKTG 6210	Marketing Research	
MKTG 6214	New Product Development	
MKTG 6218	Managing Customer Engagement in a Service World	
MKTG 6226	Consumer Behavior	
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	

Program Credit/GPA Requirements

12 total semester hours required; may take a maximum of 15 semester hours

Minimum 3.000 GPA required