

# Marketing

## Undergraduate Certificate

Today's marketers must navigate an evolving landscape of continuous advances in technology and increased use of social media and mobile platforms. WilmU's certificate in Marketing covers the fundamentals of domestic and global marketing, techniques in research, consumer behavior and the growing opportunities in social media marketing.

### Course Requirements (15 credits)

*Prerequisites may be required. Visit the program page for details.*

- BMK 305** Marketing
- BMK 308** Global Marketing
- BMK 320** Consumer Behavior
- BMK 400** Social Media Marketing

Choose one of the following:

- BMK 321** Marketing Research
- BMK 306** Principles of Advertising
- BMK 307** Public Relations

Get started today at [wilmu.edu/Certificates](https://wilmu.edu/Certificates).



## Dual-Credit ADVANTAGE™

**SAVE TIME & TUITION**

Earn a certificate AND get credit toward a degree at the same time. Through **Dual-Credit ADVANTAGE™**, you can go further, faster, by applying credits to multiple degree and certificate programs without extra time or tuition cost.

- ✓ Build your resume with sought-after credentials.
- ✓ Learn from experienced industry professionals.
- ✓ Accelerate your education while saving time and tuition.

### What sets us apart:

- Job Market Relevance
- Affordable Tuition
- Degree Program Alignment
- Expert Faculty



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