



GEORGETOWN UNIVERSITY
School of Continuing Studies
Center for Continuing and Professional Education

Updates to the Certificate in Marketing Curriculum

As of September 1, 2014, Georgetown University CCPE will update the Certificate in Marketing curriculum in recognition of emerging industry patterns and student feedback. Please view the revised certificate curriculum below:

Certificate in Marketing Curriculum as of September 1, 2014

Required (4)		Elective (2)	
XCPD-523	Creating Effective Marketing Plans	XCPD-031	Principles of Marketing
XCPD-507	Strategic Marketing Research	XCPD-525	Integrated Marketing Communications
XCPD-732	Social, Mobile and Search Marketing	XCPD-506	Viral Marketing: Creating Buzz
XCPD-737	Marketing Analytics	XCPD-502	International Marketing Management
		XCPD-524	Building Strong Brands
		XCPD-725	Content Marketing
		XCPD-725	Customer Strategy and Business Development

Please note the following curriculum changes:

- Marketing Analytics: required course
- Principles of Marketing: elective course
- Integrated Marketing Communications: elective course

All students who begin coursework after September 1, 2014 must take Marketing Analytics as a required course to earn a certificate, but will not be required to take Principles of Marketing.

For additional information or to address questions about your curriculum and program requirements contact CCPE at (202) 687-7000 or ccpeprograms@georgetown.edu.