



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

Updates to the Certificate in Marketing Curriculum

Georgetown University CCPE will update the Certificate in Marketing curriculum in recognition of emerging industry patterns and student feedback. The changes will begin summer 2016. Please view the revised certificate curriculum below:

Summer 2016 - Certificate in Marketing Curriculum

Required (4)		Elective (2)	
XCPD-523	Creating Effective Marketing Plans	XCPD-502	International Marketing Management
XCPD-507	Strategic Marketing Intelligence	XCPD-524	Building Strong Brands
XCPD-737	Marketing Analytics	XMKT-725	Customer Strategy and Business Development
XCPD-525	Integrated Marketing Capstone	XCPD-732	Social, Mobile and Search Marketing
		XMKT-733	Loyalty & Loyalty Program Management

Certificate in Marketing Curriculum - Prior to Summer 2016

Required (4)		Elective (2)	
XCPD-523	Creating Effective Marketing Plans	XCPD-502	International Marketing Management
XCPD-507	Strategic Marketing Intelligence	XCPD-524	Building Strong Brands
XCPD-737	Marketing Analytics	XCPD-507	Strategic Marketing Intelligence
XCPD-732	Social, Mobile and Search Marketing	XMKT-725	Customer Strategy and Business Development
		XCPD-031	Principles of Marketing

All students who begin coursework before May 15, 2016 will be grandfathered under the old certificate requirements.

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