## عند Benedictine University



## Master of Business Administration

Certificate Program in

## Marketing

The certificate programs at Benedictine University are an excellent way to gain that competitive edge in your profession. Designed to meet the growing need for effective, cutting-edge management skills, our programs are always being updated to reflect current job market needs. Students deciding to continue in the Master of Business Administration (M.B.A.) program may be able to apply certificate credits to a degree program at a later date. Students seeking a certificate are provided an expedited admissions process. Students are required to submit a certificate program application as well as proof of baccalaureate degree conferral. Degree-seeking students are required to submit additional documents including but not limited to official transcripts from all colleges/universities previously attended.

Certificate programs are designed for a concentrated focus for professionals looking to expand their knowledge in a specific area or introduce themselves to the core M.B.A. curriculum. Courses may be taken in any quarter of the year, and up to 16 credit hours may be applied toward the M.B.A. degree for students who are accepted into the degree-seeking program. Courses must be completed at a grade point average of 3.0 or higher to apply toward the M.B.A. degree. Courses can be taken in the traditional evening/weekend, on-campus format or online, and may be applied to only one certificate. All students entering into a certificate program must schedule an advising appointment with the M.B.A. program director by calling (630) 829-6205.

## **Program Overview**

Are you interested in a career in Marketing? Test the waters with a certificate. Seasoned faculty with a wealth of experience will provide you the insight only real life experience can offer. Students must complete 16 credit-hours of coursework from the courses listed below:

MBA 613	Business and Economic Forecasting (4)
IVIDA 013	
MBA 622	Creativity and Innovation in Business (4)
MBA 626	Strategic Managerial Communications (4)
MBA 657	Electronic Commerce (4)
MBA 662	Brand Management (4)
MBA 663	Marketing Communication (4)*
MBA 665	Marketing Research (4)*
MBA 666	Consumer Behavior (4)*
MBA 670	Internet Marketing Communications (4)
MBA 686	International Marketing (4)
MIS 652	Introduction to Data Mining (4)

\* Required

**Benedictine University** is located in Lisle, Illinois, just 25 miles west of Chicago. Founded in 1887 by the Benedictine Monks of St. Procopius Abbey, the University offers 49 traditional undergraduate majors, seven adult undergraduate majors, 13 graduate programs, 33 graduate certificate programs and four doctorate programs. Benedictine has consistently been named one of the top schools in the Midwest Region and ranked sixth in Illinois for Racial Diversity by *U.S. News & World Report®* for 2010. For more information, call the Enrollment Center at (630) 829-6300, e-mail admissions@ben.edu or visit www.ben.edu.



