

— UNDERGRADUATE CERTIFICATE IN —  
**MARKETING**

You're creative, original, and driven. You're curious about different populations and audiences and tailor your messaging toward these specific markets. You bring awareness to brands, businesses, and organizations and the ways they can help the general public.

The Undergraduate Certificate in Marketing can open many exciting doors for you as a stand-alone, nationally and professionally recognized credential. Prepare yourself for a career of planning advertising and promotional campaigns, working directly with major media outlets, negotiating advertising contracts, performing and analyzing market research, and more in this wide ranging profession. Your creativity and innovative nature will drive campaign strategy and optimize results, making you a valuable addition to marketing teams anywhere. Whether you're entering the field for the first time or looking to enhance your skills to advance your career, we can help make you indispensable.

If you're looking to increase your marketing skills and showcase your knowledge and experience to become invaluable in your organization (or another), let us help you get started today.

**Traits That Help You Succeed in the Field'**



DEDUCTIVE AND  
INDUCTIVE REASONING



PERSUASION



DATA ANALYSIS



LANGUAGE SKILLS



MEDIA KNOWLEDGE  
& UNDERSTANDING



WRITTEN  
EXPRESSION



READING  
COMPREHENSION



SOCIAL  
PERCEPTIVENESS

# UNDERGRADUATE CERTIFICATE IN MARKETING

[CSUGlobal.edu/UndergradCertMarketing](http://CSUGlobal.edu/UndergradCertMarketing) • 800-920-6723

The Undergraduate Certificate in Marketing is an 18 credit hour stand-alone program for students from a wide variety of disciplines. Through the application of market research, product strategy, pricing, distribution, and promotion, students interested in marketing career tracks will better understand consumer needs both domestically and internationally.

Students are prepared to apply current marketing theory, especially in terms of understanding buyer behavior, defining target markets, identifying and evaluating market segments, and demonstrating knowledge about elements of the marketing mix. Students will also learn how to analyze the impact of global competition, market forces, and other external factors on the success and failure of specific marketing programs

**\$95,890**

Average annual wage,  
or \$46.10/hour<sup>2</sup>

## Careers<sup>1</sup>



Copywriter

Advertising Associate

Brand Manager

Sales Manager

Marketing Specialist

Market Research Analyst

## Why CSU-Global?

### FLEXIBILITY



Earn your degree when it's convenient for you with 100% online coursework. No set class times or locations so that anywhere you have a connection to the internet, you're already on campus. Continue working full-time, taking care of your family, traveling, or anything else you want to do while you advance your career.

### AFFORDABILITY



Get the respect and recognition of a state university degree without the outrageous price tag. No hidden student fees, out-of-state premiums, or year-over-year tuition hikes. Your low, affordable tuition rate is locked in from enrollment thru graduation. With our Tuition Guarantee your rates will never rise.

### QUALITY



With regional accreditation reaffirmed through 2025-2026, annual programmatic appraisals by professionals currently working in their respective fields, and industry leading faculty members with advanced degrees and first-hand industry experience, you can be sure you're getting a rigorous and relevant education.

<sup>1</sup> <http://www.onetonline.org>

<sup>2</sup> <http://www.bls.org>

This certificate is eligible for Title IV financial aid.