

MARKETING AND SALES, CERTIFICATE (1786)

Program Coordinator

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This 4-course marketing and sales MBA certificate will expose students to the necessary skills and knowledge needed to become more proficient in marketing. Students will learn key elements of marketing, market research, digital marketing along with skills needed in the sales field.

Admission Requirements

- Admission to WKU Graduate Studies;
- At least 3 years experience in a professional setting;
- Background knowledge of and exposure to word processing, spreadsheets and presentations

Graduate Studies Admission

Please refer to the admission section (<http://catalog.wku.edu/graduate/admission/>) of this catalog for Graduate Studies admission requirements.

Program Requirements (12 hours)

Code	Title	Hours
BA 513	Contemporary Business Analytics	3
BA 517	Advanced Marketing	3
BA 518	Contemporary Issues in Sales	3
BA 521	Market Research and Consumer Insights	3
MKT 596A	GFCB Graduate Certificate Assessment - Marketing and Sales	0
Total Hours		12