

BUSINESS-TO-BUSINESS MARKETING GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Meg Meloy
Program Code	B2BMKT
Campus(es)	World Campus

The Graduate Certificate in Business-to-Business Marketing is offered by the Smeal College of Business. The graduate certificate is a 9-credit program that can be completed in one calendar year.

Through the Certificate Program, students will gain a unique understanding of business markets that prepares them for a job in Business-to-Business (B2B) marketing. They will learn fundamental concepts, theories, and tools specific to B2B marketing strategy, B2B innovation, and B2B analytics. The certificate is focused on creating, delivering, and harvesting customer value. The focus on proven tools and frameworks, in close collaboration with the Institute for the Study of Business Markets, ensures close alignment with B2B marketing practice.

Effective Semester: Fall 2024

Expiration Semester: Fall 2029

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Other admissions requirements include:

- **Application** – Completion of the Graduate School certificate application (<http://gradschool.psu.edu/prospective-students/how-to-apply/>).
- **Statement of Purpose** – Submit a statement describing how professional experience and goals align with the certificate.
- **Vita or Resume** – a one-to-two-page listing of professional experience

Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

Code	Title	Credits
MKTG 816	Business-to-Business Marketing Analytics	3
MKTG 817	New Product Development and Management	3

MKTG 818	Business-to-Business Marketing Strategy	3
Total Credits		9

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Learning Outcomes

1. Gain a unique understanding of business markets that prepares the student for a job in B2B marketing at industrial firms (such as oil and gas, manufacturing, ICT), B2B service firms (such as software, digital technology solutions), and B2B digital natives (such as platform firms).
2. Understand the fundamental concepts, theories, and tools that are specific to B2B marketing, and apply them to develop a strategic marketing plan, and to create, deliver, and harvest customer value.
3. Understand and apply fundamental concepts of innovation and NPD, tools, frameworks, and qualitative/quantitative techniques to design an appropriate NPD approach and successfully manage the NPD process.
4. Understand how to leverage data and analytics to support B2B marketing decisions and realize B2B marketing success.

Contact

Campus	World Campus
Graduate Program Head	Meg Meloy
Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)	Stefan Wuyts
Program Contact	Michelle Kristen Rockower mkk114@psu.edu (814) 865-5290