

BUSINESS-TO-BUSINESS MARKETING GRADUATE CREDIT CERTIFICATE PROGRAM

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