

BUSINESS-TO-BUSINESS MARKETING GRADUATE CREDIT CERTIFICATE PROGRAM

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.