

## MKTC 370: BECOMING A CERTIFIED MARKETER

This course is offered in conjunction with materials from the American Marketing Association, using a Body of Knowledge created for today's marketing professional. Topics cover 8 domains: marketing strategy, global/ethical/sustainable marketing, managing information for marketing insights, buyers and markets, product and service, managing pricing decisions, delivering the value offering, and communication. Upon completion, the student may choose to sit for the [Marketing Management Certification](#) from the AMA.

**Credits:** 3

**Department:** [Marketing Communication](#)