

# CERTIFICATE IN MARKETING

---

The Certificate in Marketing provides an overview of marketing methods and technology, including topics such as new product development, marketing research techniques and their application, state-of-the-art methods for presenting and selling products focused on technology and cross-disciplinary approaches to understanding consumer behavior and decision-making.

Business at Illinois Tech has a prestigious history that dates back to the late 1800s, with some of the nation's first courses in "Family and Consumer Science" (including "Home Economics" and "Household Management") being offered by the Lewis Institute, Stuart's original home, and the Institute's subsequent formation of the Department of Business and Economics in 1926.

A long-standing leader in curricular innovation, Stuart offers a number of undergraduate certificates. Stuart undergraduate certificates are designed to equip students with strong foundations in business disciplines. Through a carefully curated selection of four undergraduate courses, the certificate offers a comprehensive understanding of key business concepts, strategies, and practices.

The courses offered in this program are designed to blend theoretical knowledge with practical applications. Through case studies, real-world examples, and interactive exercises, students will have the opportunity to analyze and solve business problems, enhancing their critical thinking and decision-making abilities. Additionally, collaborative projects and discussions will foster teamwork and communication skills, essential for effective business professionals.

This certificate is offered independent of whether a student is majoring in one of Stuart's undergraduate programs or is simply looking to deepen their knowledge and gaining a solid understanding of business fundamentals. Upon completion, students will have a valuable credential to showcase.

## Curriculum

Code	Title	Credit Hours
Required Course		
BUS 371	Marketing Fundamentals	3
Choose 3 of the following courses		9
BUS 472	New Product Development	3
BUS 473	Marketing Analytics	3
BUS 475	Sales Management and Analytics	3
BUS 476	Consumer Behavior	3
<b>Total Credit Hours</b>		<b>12</b>