

STRATEGIC MARKETING

SPS Certificate website: <https://sps.northwestern.edu/post-baccalaureate/strategic-marketing/>

The Strategic Marketing post-baccalaureate certificate is designed for emerging professionals in the fields of marketing, management, public relations and integrated marketing communication. Students learn to think strategically about marketing, from developing market-responsive products to branding to developing effective communication. The courses in this program blend theory and practice, drawing upon examples from recent and noteworthy marketing campaigns and market-leading products and services.

Certificate Offered

- Strategic Marketing, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/strategic-marketing/strategic-marketing-certificate/>)

Strategic Marketing Courses

ADVT 380-CN Visual Communication (1 Unit)

The fast-paced world we live in is flooded with visual messages including advertisements, products, dashboards, slide decks, charts, infographics, videos, memes, emoji, and more. Visuals are infused into every aspect of our lives, from the boardroom to the classroom to the subway station. It is increasingly important that we are well-equipped to communicate visually using a human-centered approach. In this course, students will develop strong and creative visual communication skills in an increasingly digital world while learning to design communication vehicles for specific audiences. We will study a human-centered design framework for creating connections. Students will use their skills to develop visualizations for branding, advertising, marketing, presentations, data analysis, websites, and more. No previous technical or design experience is required for this course.

MKTG 201-DL Principles of Marketing (1 Unit)

Marketing structure and processes whereby products proceed from the place of production to final use or consumption. Sales management, retailing, foreign trade, advertising, channels of distribution for marketing different types of products, activities of wholesale and retail middlemen and other important marketing institutions, cooperative marketing, market risk, sources of marketing information, price determination, governmental activity related to marketing, cost of marketing, and general critique of market structure.

MKTG 310-CN Integrated Marketing Communications (1 Unit)

Practical introduction to integrated marketing communication strategic concepts and methods. Topics include product strategy, branding, pricing strategy, distribution, retailing, service marketing, advertising, promotion and media.

MKTG 320-DL Brand Management (1 Unit)

In this dynamic brand management course, you'll explore the importance of brands, and learn about core branding components and brand equity. Topics will include integrated marketing, branding in the digital era of social media, long-term brand management, crisis communication, personal branding, and the impact of AI. You will engage in practical exercises, current case studies, and discussions to apply your learning to real-world brand management scenarios. Whether your future lies in marketing, business management, or entrepreneurship, this course provides a strong foundation for navigating the evolving world of brand management.

MKTG 350-DL Market Research (1 Unit)

This course will introduce students to marketing research and the marketing research process. Students will examine the fundamental concepts and techniques used in marketing research and learn the value of marketing research with respect to decision-making in marketing and in business. During this 10-week course, we'll discuss problem formulation, research design, survey design, sampling, data collection, and data analysis as well as how to effectively present the data and insights uncovered during the marketing research process. We'll also explore qualitative and quantitative research methods, primary and secondary research, exploratory and causal research, and data visualization techniques. Throughout the course, students will gain hands-on experience in conducting, analyzing, and presenting both qualitative and quantitative research.

MKTG 370-DL Introduction to Public Relations (1 Unit)

Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position. Students learn the essential components of an effective PR strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages.