

Certificate of Graduate Studies — Marketing

Online | Regent University | School of Business & Leadership

Active students should refer to their personalized [Degree Works](#) plan, and the [Academic Catalog](#) of their acceptance term for the most accurate degree requirements.

Graduate Foundations

	Code	Title	Hrs
☐	BUS 600	Graduate Foundations for Business/Leadership	2
Total Hours			2

Must be completed prior to or during first term.

Certificate Requirements

	Code	Title	Hrs
☐	MBA 630	Marketing Management	3
☐	MKTG 631	Advertising & Promotion	3
☐	MKTG 632	Consumer Behavior — The Psychology of Marketing	3
☐	MKTG 634	Viral Marketing	3
☐	MKTG 636	The Digital Marketing Landscape	3
Total Hours			15

Graduation Requirements

✓ 15 Total credit hours (does not include Graduate Foundations course), ✓ 3.00 Minimum overall GPA

**Regent University has the right to add to or change this worksheet. This Degree Worksheet is an unofficial document.*