



## ADVANCED BUSINESS CERTIFICATE (ABC) STRATEGIC MARKETING

The **Marketing Department** offers an Advanced Business Certificate for business professionals who are interested in careers in the areas of *marketing strategy and planning, brand and product management, new product development, advertising* and *new media*. Our courses focus on customer behavior in relation to marketing strategies to build, leverage, and enhance brand equity and formulate strategic brand decisions. We explore conceptual frameworks and analytical tools for managing innovation throughout the firm, including new product development processes, forecasting, integration of marketing and R&D, and acceleration of the new product process from design to commercialization advantages. We also examine a firm's integrated marketing communications mix – advertising, sales and trade promotions, direct mail and new media as effective means for communicating with customers, potential customers, and other stakeholders.

**Locations:** UConn School of Business in Hartford, Stamford, and Waterbury

### Eligibility and Application Process

To qualify for admission to the ABC-Marketing Intelligence program, the applicant must have an undergraduate degree and are working professionals in the area of Marketing. Advanced Business Certificate (ABC) applicants may apply to the program at any time during the year. Apply online at <http://www.business.uconn.edu/abc>

### Course Requirements

Market-Driven Management (MKTG 5115; Prerequisite for all Marketing courses)

Strategic Brand Management (MKTG 5894)

New Product and Innovation Management (MKTG 5230)

Integrated Marketing Communications (MKTG 5640) **OR** Digital Marketing (MKTG 5665)

One ADDITIONAL **MARKETING Elective** from: Market Research and Information Systems (MKTG 5250); Customer Relationship Marketing (MKTG 5220); Pricing Strategies (MKTG 5655); Data Analytics (MKTG 5251); Marketing for Global Competitiveness (MKTG 5625); Marketing Travel Abroad (MKTG 5895).

**Schedule of courses** is available at <http://www.business.uconn.edu/pmba>

**Additional Information** available at: <http://www.business.uconn.edu/abc>, or contact the MBA Program Office in Hartford at 860.728.2400; Stamford at 203.251.8440, or Waterbury at 203.236.9935.