

GRADUATE CERTIFICATE IN MARKETING AND BRAND MANAGEMENT

This graduate certificate provides students with an in-depth understanding of the interface between marketing and brand management. The exciting area of brand management is considered by top executives as a high-demand specialty area of marketing. Students may learn how to strategically manage brands to help their organizations in creating customer value, building loyalty, and name recognition strong enough to overcome intense competition in local and global markets. The certificate has a special focus on how organizations design brand identity, manage customer experience, measure/ analyze brand performance, and differentiate brand communication strategies.

Visit the program website (<https://business.gwu.edu/academics/programs/certificate/graduate-certificate-marketing-brand-management/>) for additional information.

ADMISSIONS

Admission deadlines: Fall: Round 1 - November 15; Round 2 - January 15; Round 3 - March 15; Round 4 - May 1; After May 1 – Rolling

Spring: Round 1 - October 1; Round 2 - November 15; After November 15 – Rolling

Current GWSB graduate students: All current students in good academic standing (cumulative GPA of 3.0 or higher) enrolled in a graduate degree program within the GW School of Business (GWSB) are eligible to be considered for admission to a graduate certificate program after one full semester of completed coursework. Current graduate students may combine their degree with a graduate certificate. Courses completed for the certificate may be applied towards the elective requirements. After speaking with their academic advisor, students may apply by completing and submitting the MBA & Specialized Master's Additional Graduate Certificate Credential Form.

Non-GWSB students: To be considered for admission, applicants must hold a bachelor's degree from a regionally accredited college or university. Previous academic history, letters of recommendation, demonstrated motivation and aptitude to undertake graduate-level work, and professional experience are all taken into consideration. Please note: Graduate certificate registration does not qualify for federal financial aid, but students may seek private loans to fund their study. To apply, you must complete the online application and provide transcripts from each undergraduate and graduate academic institution as well as a professional resume, one letter of recommendation, and a statement of purpose. GMAT or GRE scores are not needed.

Prior academic records: Applicants are required to upload and submit copies of transcripts from all undergraduate and graduate institutions attended, whether or not the program was completed or the credit appears as a transfer credit on another transcript.

We consider these uploaded transcripts to be “unofficial” as they are submitted by the applicant. Applicants who receive an offer of admission will be required at that time of enrollment to submit official final transcripts. An acceptable transcript is a copy of an official transcript produced by the institution.

If submitting transcripts from a foreign institution, please reference the International Student Requirements section for detailed information on requirements.

Supporting documents not submitted online should be mailed to:

The GW School of Business
Attn: Graduate Admissions
2201 G Street, NW, Suite 550
Washington, DC 20052

Contact for questions:

business@gwu.edu
202-994-1212
Hours: 9 am to 5 pm, Monday through Friday

Visit the School of Business website (<https://business.gwu.edu/graduate-applications/>) for additional admissions information.

REQUIREMENTS

The following requirements must be fulfilled: a minimum of 12 credits, including 6 credits in required courses and 6 credits in elective courses.

Code	Title	Credits
Prerequisite		
MBAD 6274	Marketing	
Required		
MKTG 6248	Advertising and Marketing Communications Strategy	
or MKTG 6256	Integrated Marketing Communication	
MKTG 6255	Strategic Brand Management	
Elective		
Two courses selected from the following:		
MKTG 6242	Buyer Behavior	
MKTG 6243	Marketing Research	

MKTG 6251	Product Management
MKTG 6259	Marketing Strategy
MKTG 6261	Dynamic Pricing Strategy