

BRAND MANAGEMENT (GRADUATE CERTIFICATE)

Associate Dean: Allison Keene, EdD

Program Description

For organizational leaders, managing the company's brand is vital to ensuring organizational growth opportunities, meeting target goals and attracting top talent. This Graduate Certificate in Brand Management combines business acumen and foundational marketing techniques with the broader concept of systems design to develop a student's ability to assess, analyze and execute an organization's mission, vision and values based on organizational strengths, weaknesses, opportunities and threats.

Academic Outcomes

- Analyze the laws of systems thinking and apply best practices for implementation by organizational leaders
- Develop business acumen: assess an organization for strengths, weaknesses, opportunities and threats with the ultimate goal of recommending future marketing strategies that align with the company's mission, vision and values

Curriculum: 12 credits

- Continuing & Professional Studies, Accelerated Program

Code	Title	Credits
Required		
IMBX 713		3
IMBA 761	Promotion Management	3
Select One		
LDSP 510	Team Dynamics and Collaboratio	3
LDSP 515	Org. Innovation, Creat & Chnge	3
LDSP 520	Strat. Ldrshp in a VUCA World	3
Electives (Select One)		
IMBX 604	Business Model Innovation	3
IMBX 731	Design Thinking in Business	3
LDSP 610	Organizational Performance Met	3
LDSP 590	Organizational Awareness	3
LDSP 620	Global Leadership	3
LDSP 625	Organizational Consulting I	3

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