Higher Education Marketing

Graduate Certificate in Higher Education Marketing

CERTIFICATE CODE - CG52

The Higher Education Marketing is offered exclusively online with no on-campus classroom attendance required.

The Higher Education Marketing certificate is intended to prepare students for careers focusing on implementing a comprehensive integrated marketing communications strategy for institutions of higher learning. Students will be exposed to course work focused on marketing to higher education audiences, ensuring multicultural/inclusive ethical considerations are intrinsically tied to campaign planning, development of content to engage with prospective student audiences, and reach them via social media channels.

The program is taught by a diverse faculty who are recognized leaders in their fields.

PROGRAM FORMAT

The program’s academic year consists of five accelerated terms corresponding to the University’s existing parts of term: Early Fall (August–October), Late Fall (October–December), Early Spring (January–March), Late Spring (March–May) and Summer (May–July).

Certificate Requirements

Minimum cumulative GPA of 2.75 required.
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>IMC 610</td>
<td>Introduction to Integrated Marketing Communications *</td>
<td>3</td>
</tr>
<tr>
<td>IMC 639</td>
<td>Content Marketing</td>
<td>3</td>
</tr>
<tr>
<td>IMC 641</td>
<td>Social Media and Marketing</td>
<td>3</td>
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<tr>
<td>IMC 645</td>
<td>Diversity &amp; Inclusion in IMC</td>
<td>3</td>
</tr>
<tr>
<td>IMC 647</td>
<td>Higher Education Marketing</td>
<td>3</td>
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</tbody>
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Total Hours: 15

* Completion of IMC 610 is required before students can proceed to the rest of the certificate courses. Students who have already completed IMC 610 prior to being admitted as certificate students will replace that requirement with another elective course offered by the IMC program.

Suggested Plan of Study

First Year

<table>
<thead>
<tr>
<th>Fall Term</th>
<th>Hours Spring</th>
<th>Hours Summer</th>
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<tbody>
<tr>
<td>Early Fall Term</td>
<td>Early Spring Term</td>
<td>IMC 610</td>
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<tr>
<td>IMC 645</td>
<td>3 IMC 647</td>
<td>3</td>
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<tr>
<td>Late Fall Term</td>
<td>Late Spring Term</td>
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<tr>
<td>IMC 639</td>
<td>3 IMC 641</td>
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Total credit hours: 15

Certificate Learning Outcomes

HIGHER EDUCATION MARKETING

1. Research target markets, and develop an understanding of cross-cultural marketing communications.
2. Develop branding strategies that speak to consumers cross culturally.
3. Define ethical marketing in a multicultural society.
4. Create a strong multicultural IMC campaign.
5. Explain how to track social media metrics.
6. Develop a strong social media IMC campaign for higher education.
7. Estimate ROI for social media.
8. Define federal guidelines associated with social media channels and networks.
9. Demonstrate how to target specific markets through social media campaigns.
10. Develop content for higher education IMC campaigns.
11. Recognize strategies involved with creating strong content for marketing.
12. Describe how to utilize technology in content creation.
13. Define the difference between Owned, Earned & Paid media and demonstrate how to write for each.