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 in 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

Code	Title	Hours
Minimum cumulative GPA of 2.75 required.		
Minimum grade of C- required in all courses provided that a cumulative 2.75 GPA is maintained.		
IMC 539	Content Marketing	3
IMC 541	Social Media and Marketing	3
IMC 545	Diversity & Inclusion in IMC	3
IMC 547	Higher Education Marketing	3
Total Hours		**12**

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
Early Fall Term		Early Spring Term	
IMC 545	3	IMC 547	3
Late Fall Term		Late Spring Term	
IMC 539	3	IMC 541	3
	6		**6**

Total credit hours: 12

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.