

GRADUATE CERTIFICATE IN MARKETING COMMUNICATIONS

Program Description

The purpose of the Graduate Certificate in Marketing Communications is to provide students with the knowledge and skills to design, manage, and evaluate communication strategies that integrate traditional and digital channels in a dynamic marketplace. Students will learn to translate consumer and market insights into actionable strategies that align business objectives, creative content, and analytics.

Students will learn to apply the principles and practices of integrated marketing campaigns and digital content management. Graduates of the proposed certificate program will be able to evaluate the effectiveness of marketing campaigns and strategies through the application of data analysis, emerging technologies, and ethical considerations.

Students will understand how to orchestrate owned, paid, earned, and shared media into integrated campaigns, create and manage digital content that resonates with target audiences, and apply critical thinking to assess the effectiveness of campaign strategies and content approaches.

Graduates of the proposed certificate program will be able to apply marketing frameworks, campaign planning tools, and digital content strategies to real-world business challenges—building stronger brands, engaging audiences, and driving measurable results across industries.

This certificate is stackable into the Online MBA - Marketing specialization and or the Online Master of Science in Marketing.

Academic Calendar

To view specific dates for the current Academic Calendar, please refer to the current calendar dates on the University Registrar's webpage.

Format

Completion Time – 2-3#semesters

Credits required for Certificate - 12

Students are required to have a computer to support the software requirements of the program in addition to internet access and a webcam.

Fact Sheet/Tuition

The Certificate is a part-time program comprising 12 credits which can be completed in two semesters. Classes are asynchronous and are accessible by web or mobile application. The Certificate can provide a point of entry to the Online Master of Science in Marketing program.

Admissions Requirements

The curriculum is designed to provide students with a comprehensive foundation in marketing communications, balancing strategic theory with applied skills. Students will understand how consumer insights, media strategy, and digital platforms interact to create integrated campaigns that drive business performance. Students will learn to

evaluate opportunities, design cross-channel communication strategies, and manage digital content in ways that strengthen engagement and brand equity.

Coursework will prepare students to analyze market conditions, translate data into actionable strategies, and apply communication tools that align with organizational objectives.

The curriculum will place emphasis on integrating traditional and digital approaches, leveraging analytics and emerging technologies, and applying ethical practices to ensure responsible and effective marketing outcomes.

To be considered for admission to the Online Certificate Programs, applicants must submit a completed online programs application, a 300-word personal statement, professional resume, and an undergrad transcript with numeric GPA. International applicants and those with a transcript from an international university may also need to submit a transcript evaluation and/or an English proficiency examination score as a part of their application.

All students admitted to graduate programs at the Raymond A. Mason School of Business must have a conferred bachelor's degree from an accredited institution prior to matriculation.

For more information, please contact an Admissions Advisor at 877-212-7180 or visit the Online Program Admissions website.

Online Marketing Communications Certificate Tuition & Fees

Please visit the W&M Student Accounts website for information about Online Certificate tuition and fees.

Code	Title	Hours
BUAD 5407	Marketing	4
BUAD 5277	Integrated Campaign Management	4
BUAD 5287	Digital Content Management	4
Total Hours		12