

# GRADUATE CERTIFICATE IN MARKETING INNOVATION

## Program Description

The Graduate Certificate in Marketing Innovation provides students with the broad understanding, skills, and tools to understand, design, and manage marketing strategy with an emphasis on innovation and AI use.

The program is designed to advance students' ability to develop marketing decision-making skills with the assistance of AI: analyze the marketing environment, determine major opportunities and threats, develop alternative marketing strategies, select a viable alternative, and create a workable action plan that is robust to uncertainty using futuring techniques, e.g., scenario planning.

The program educates students on the use of AI to analyze strategic options as well as to conduct environmental analysis, scenario planning, strategy mapping, blue ocean techniques (which develops new dimensions on which to compete), service blueprinting (which supplements the customer journey map with opportunities to innovate the service), storytelling, and organizational planning for marketing innovation and influence including key performance indicators and test plans.

Students will identify an organization's strategic value that aligns with customer desires using a range of innovation techniques. Students will learn to ensure the market perspective is reflected in company actions.

Graduates will be able to apply artificial intelligence ethically, efficiently, and effectively to create a marketing strategy, innovate to drive growth and reduce costs, and create a robust plan that accounts for uncertainty all while attracting and retaining customers.

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 an understanding of marketing strategy, positioning, marketing management, and innovation.

Students will understand how to identify and apply marketing strategy, uncover customer needs (e.g., functional, experiential, and symbolic

needs desired to be part of their product), identify competitive opportunities, plan for uncertainty, select key performance indicators, and manage for growth, cost reduction, and overall success.

The curriculum will place emphasis on the ethical, effective, and efficient use of AI in the creation of an innovative marketing orientation and action plan.

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 Innovation 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 5257          | Product Management & NPD    | 4         |
| BUAD 5267          | Mkt Drvn Innov Strat & Mgmt | 4         |
| <b>Total Hours</b> |                             | <b>12</b> |