

MARKETING AND BRANDING IN THE OUTDOOR INDUSTRY CERTIFICATE

Marketing and Branding in the Outdoor Industry

The Graduate Certificate in Marketing and Branding in the Outdoor Industry provides the analytic and technical skills professionals need to address today's complex marketing and branding issues in the Outdoor Industry. The certificate focuses on industry-specific content to enable professionals to develop the capacity and skill necessary to effectively and strategically lead marketing efforts for their organizations, better understand consumer behavior, engage and reach new audiences, manage and measure marketing campaigns, and enhance sales performance to derive better business value in the outdoor industry. The coursework engages professionals with content related to marketing management, customer service, customer experience, sales development, go-to-market strategies, and sustainable marketing.

Program Benefits

This program offers professionals an opportunity to enhance and/or specialize their education without committing to a full MBA program. Courses in this program are held online and in the evening, to allow working professionals an opportunity to gain specialized education and advance their careers in the Outdoor Industry. Additionally, this program offers organizations an opportunity to invest in their employees, leading to improved job satisfaction and higher retention.

Admission Requirements

Admission requirements will match those associated with the OIMBA program.

- BA or BS degree in Business or related program from a regionally accredited college or university or completion of MBA 690: MBA Essentials
- Minimum undergraduate GPA of 3.0 on a 4.0 scale is desirable.* Official transcript required.
- Greater than three years of work experience in the outdoor industry**

**Candidates who do not meet the minimum GPA but have significant work experience will be considered.*

***Candidates with less than three years of professional experience will be evaluated on a case-by-case basis.*

Program Requirements

9 credits are required, including:

Code	Title	Credits
MBA 606	Marketing and Brand Strategy in the Outdoor Industry	3
MBA 614	Sales and Customer Experience	3
MBA 697	Special Topics	3
Total Credits		9