

GMCP



SMU  COX

GRADUATE MARKETING CERTIFICATE PROGRAM



Build your arsenal
of strategic
marketing skills in
just 21 weeks





A LETTER FROM THE DIRECTOR

A constantly changing economic landscape and daily advances in technology make for a fascinating – if not intimidating – marketplace. How will you build your arsenal of strategic marketing skills? Now is the time to sharpen your skills by learning from real-world marketing experts who have the knowledge, expertise and proven success from which you can learn.

With a combination of academic and hands-on learning, the SMU Cox Graduate Marketing Certificate Program (GMCP) curriculum focuses not only on the foundations of marketing, but also the cutting-edge tools you need to put into practice immediately.

The GMCP can be attained by attending class one night a week for 21 weeks; the skills gained and business relationships you make during the course will last a lifetime.

Here, at SMU Cox, we've helped thousands of working professionals advance their careers and achieve their goals. We look forward to helping you do the same.

Marci Armstrong, Ph.D.
Director, GMCP
Associate Dean,
Graduate Programs

WHO SHOULD ATTEND

Anyone who is responsible for the success of marketing programs within a company will benefit from the GMCP as well as anyone seeking to move into a marketing position.

- Account Executive
- Business Owner/Entrepreneur
- Brand Manager
- Corporate Marketing & Sales Director
- Director of Business Development
- Marketing Communications Manager
- Marketing Manager
- Media Planner
- Product or Services Manager
- Public Relations Director

HOW YOU WILL BENEFIT

- **Gain** insight on the latest marketing trends and techniques
- **Develop** marketable skills that can be used in your career now
- **Enhance** your marketing knowledge “today” instead of “someday”
- **Network** with others from diverse industries and backgrounds
- **Learn** from the pros with real-world business experience in marketing
- **Apply** your knowledge in a realistic, team-based marketing simulation
- **Receive** a highly valued Graduate Marketing Certificate from SMU Cox
- **Join** the SMU Cox community and take advantage of the many speaker series and business events we offer

Juliet Siddons

**Project Manager/Systems Analyst,
Southwest Airlines**

“The GMCP has allowed me to make a change within my company to work directly with the marketing department and feel more comfortable in my interactions with them.”



GMCP COURSE TOPICS

- Social Media Marketing
- Understanding What Customers Value
- Marketing to Win in a Challenging Economy
- Brand Equity
- Innovation and the Creation of Value
- Internet Marketing
- Integrated Marketing/Advertising
- Customer Loyalty/Satisfaction
- Service Quality Consequences

PROGRAM FACULTY

GMCP classes are taught by the same graduate school professors and preeminent business executives who teach in the SMU Cox School of Business MBA program – recognized as one of the top graduate business programs in the world. Cox’s marketing faculty are renowned for the quality of their teaching, and for bringing real-world expertise into the classroom.

ADMISSIONS & REGISTRATION

To attend the SMU Cox GMCP, you should have completed a four-year college degree. Exceptions are made on an individual basis for those who have significant work experience (10+ years). Enrollment in the GMCP is limited to ensure participants have ample opportunity to interact with Cox MBA faculty and build relationships with other professionals.

Register online at marketingcertificate.cox.smu.edu.

Ryan McMullen

Principal,
12-2 Marketing Consulting

“I believe the GMCP’s 21-week program is both detailed and manageable for a busy marketing professional. Learning from the Cox MBA marketing professors is the greatest asset to this top-notch program.”



Lisa Bauman

Marketing Communications
Manager, JennerSolve

“I needed a program that would give me a quick, but in-depth understanding of current marketing best practices. I didn’t need tests or homework assignments. I just needed information. The GMCP exceeded my expectations!”



PROGRAM DATES AND LOCATIONS

The GMCP is offered twice each year and is conducted over three consecutive trimesters of seven weeks each for a total of 21 weeks.

SMU main campus - September to March
Monday evenings from 6:30 to 9:30 p.m.

SMU-in-Plano - January to June
Wednesday evenings from 6:30 to 9:30 p.m.

Please visit our website for updated information and program dates at marketingcertificate@cox.smu.edu.

PAYMENT OPTIONS

The program fee is \$1,400 per trimester or \$3,900 total (if paid in full prior to the first night of class) and includes tuition, all course materials, parking and dinner before each class session.

A \$100 non-refundable registration fee is required to reserve your seat in the program. Companies sending three or more employees and all nonprofit organizations are eligible for a discount. Financing options are available.

For questions, please contact:

Ginny Shearin, Assistant Director

Direct: 214.768.2722

Email: marketingcertificate@cox.smu.edu

CORPORATE PARTICIPANTS

The following is a sample of the diverse companies whose employees have participated in the Cox GMCP.



SLINGSHOT



GMCP

Graduate Marketing Certificate Program

SMU Cox School of Business

P.O. Box 750333

Dallas, TX 75275-0333

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