

BUSINESS-TO-BUSINESS MARKETING GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Meg Meloy
Program Code	B2BMKT
Campus(es)	World Campus

The Graduate Certificate in Business-to-Business Marketing is offered by the Smeal College of Business. The graduate certificate is a 9-credit program that can be completed in one calendar year.

Through the Certificate Program, students will gain a unique understanding of business markets that prepares them for a job in Business-to-Business (B2B) marketing. They will learn fundamental concepts, theories, and tools specific to B2B marketing strategy, B2B innovation, and B2B analytics. The certificate is focused on creating, delivering, and harvesting customer value. The focus on proven tools and frameworks, in close collaboration with the Institute for the Study of Business Markets, ensures close alignment with B2B marketing practice.

Effective Semester: Fall 2024

Expiration Semester: Fall 2029