

Date: \_\_\_\_\_



**WISCONSIN**  
SCHOOL of BUSINESS

## Professional Development Certificate:

### Applied Marketing

EXECUTIVE EDUCATION

*You can shape the future of your career with just five courses.*

If you're on track for an executive position in marketing, you know how critical it is for you to gain a big-picture understanding of the vast array of elements that fall under the heading of "marketing." Wisconsin School of Business, Executive Education's, **Professional Development Certificate: Applied Marketing** is your guided tour.

The Certificate of Professional Development in Marketing includes three core programs which provide an A-Z overview of all areas of marketing, plus your choice of electives to build knowledge in areas that meet your specific needs. We encourage you to start with *Strategic Marketing-Based Planning*, followed by *Tactical Marketing*, and *Dynamic Market Intelligence*. Complete the certificate by completing two elective courses.

#### Core course requirements (complete all three):

- Strategic Market-Based Planning
- Tactical Marketing
- Dynamic Market Intelligence

#### Elective course requirements (complete two):

- New Product Development
- Marketing Through Channel Partners
- Pricing: Frameworks and Applications
- iMedia
- Integrated Marketing Communications
- Product Manager Imperatives

#### Application:

Name: \_\_\_\_\_  
(first) (middle initial) (last)

Position Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Contact Information: \_\_\_\_\_  
(phone) (email)

Marketing Experience: *(list your marketing experience in the last five years.)*

Name/location of organization, Date(s), Experience: \_\_\_\_\_

Education: *(schools & degrees.)* \_\_\_\_\_

Non-credit education: *(marketing seminars taken inside or outside your firm within the last three years.)*

Institution, Location, Date(s): \_\_\_\_\_

For more information on the **Professional Development Certificate: Applied Marketing**, call Barb Wolfe, Program Coordinator, at (608)441-7314 or e-mail her at [bwolfe@exed.wisc.edu](mailto:bwolfe@exed.wisc.edu). We look forward to helping you with your career goals. FAX this application to UW Executive Education at 608-441-7325. *To register or to view the current dates & times of classes, visit our website: [exed.wisc.edu](http://exed.wisc.edu) or call (800)348-8964*