

# Marketing Certificate

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## Requirements

### Certificate in Marketing

**Required Courses:** 12 units

Code	Title	Units
CAPS-COMM 2010	Writing for Business Communication	3
CAPS-BUS 2210	Marketing Concepts	3
CAPS-COMM 3010	Market Research and Communications Strategies	3
CAPS-COMM 3440	Public Relations Principles and Practices	3
<b>Total Units</b>		<b>12</b>

*This program is offered either mostly or fully online. Students entering the U.S. on an F-1 or J-1 Visa must enroll in a program full time. F-1 students are only permitted to enroll in one online course per semester and J-1 students may only enroll in non-credit online courses that do not count toward their degree program. WashU Continuing & Professional Studies (CAPS) cannot guarantee face-to-face enrollment options each semester of full time enrollment, therefore cannot issue an I-20 or DS 2019 to F-1 and J-1 students for this program. If you are an F-1 or J-1 student and wish to enroll in a CAPS program while here on a Visa, please contact our recruitment team to discuss your options for face-to-face program enrollment. F-1 and J-1 students should not enroll in online courses or programs without first consulting the university's Office for International Students and Scholars (OISS).*