Build your arsenal of strategic marketing skills in just 21 weeks

SMU Cox
Dallas Texas
A LETTER FROM THE DIRECTORS

A career in marketing can be exciting, rewarding and challenging. Because marketing is a key pivot point in the business cycle, savvy professionals who figure out the “secret sauce” to engaging and motivating audiences become invaluable employees. Yet, the channels by which we can market products and services are becoming increasingly complicated with every new technology or innovation. Do you have the latest working knowledge so you can apply best practices in this dynamic field? Are you ready for your company’s next marketing challenge?

Whether you are new to your position or seeking to enhance your marketing acumen, the SMU Cox Graduate Marketing Certificate Program can help ramp up your skills and in turn, advance your career.

Led by SMU Cox’s renowned faculty and a select group of corporate experts, the 21-week GMCP course teaches the latest proven marketing solutions so students complete each class with tools and techniques they can put into practice immediately.

SMU Cox offers the GMCP on-campus twice a year: in January at the Plano campus or in September at the main campus. These on-campus programs are held one night per week. In addition, the online GMCP launches in 2016 to serve students located outside the North Texas area or who travel extensively. Students can take the program at their convenience and still enjoy the same high-level instruction and expert faculty as in the on-campus programs. All GMCP programs last 21 weeks, however, the skills, strategies and connections you make 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, Dallas & Plano GMCP
Associate Dean, Graduate Programs

Raj Sethuraman, Ph.D.
Director, Online GMCP
Chair, Marketing Department
WHO SHOULD ENROLL

Learn the latest techniques and skills to promote your organization. And you just might promote yourself in the process!

The GMCP is ideal for marketing, sales and agency professionals in all types of organizations. It’s also a great foundational course for non-marketing types of all levels who want to further their understanding of targeting, brand strategy, and omni-channel communications. Participants often have the following roles:

• Agency Account Service
• Entrepreneur/Owner
• Brand/Product Manager
• Marketing Manager
• Business Development
• Marketing Communications
• Media and Creative Directors
• Public Relations professionals

KEY PROGRAM BENEFITS

• Apply the latest marketing trends and techniques immediately
• Have your real-world marketing questions answered by experts
• Deliver an enhanced marketing strategy to meet your customer’s needs
• Build a lasting network of colleagues and marketing leaders
• Impact profit and success with a solid, integrated marketing plan
• Learn to better position your company, as well as yourself
• Access the SMU Cox community through leadership speakers, new contacts and events offered on campus

Michael Woodard
Sales Leader, PepsiCo-FritoLay

“The SMU Cox GMCP is well worth the investment. It’s a great opportunity to expand your marketing knowledge base from a top-tier business school—not to mention the affiliation and networking opportunities available to the Cox community.”
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GMCP COURSE TOPICS

- Brand Equity
- Consumer Behavior
- Customer Experience & Loyalty
- Customer Relationship Management
- Digital Marketing
- Market Segmentation & Product Positioning
- Omni-Channel Marketing
- Pricing
- Social Media & Mobile Marketing

For updated information and program dates visit marketingcertificate.cox.smu.edu

Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status.

SMU’s commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.

Lee McNamara
National Sales Representative, Nahan

“The SMU Cox GMCP is an incredible value and an excellent graduate level marketing education taught by SMU Cox professors and marketing professionals who, in just 21 weeks, deliver critical information about effective, efficient, measurable and successful marketing practices and rules, such as the fact that brand equity reigns when it comes to successful marketing and business success. I recommend the program to marketing professionals who want to truly take their marketing expertise to a higher level and to business professionals who directly work with marketing professionals.”

Melissa Liedkie
Marketing Consultant

“The GMCP is a premier continuing education program for marketers and the value is unmatched. For me, it was an opportunity to study the latest marketing and business trends from the best professors, and team up with smart, like-minded industry contemporaries for an awesome learning experience.”
CORPORATE PARTICIPANTS
The following is a sample of the diverse companies whose employees have participated in the Cox GMCP.

TXU Energy
Mary Kay
GuideStone Financial Resources
7-Eleven
ExxonMobil
Bimbo Bakeries USA
JCPenney
AT&T

Apply at marketingcertificate.cox.smu.edu

For questions, please contact:
Ginny Shearin, Assistant Director
214.768.2722
marketingcertificate@cox.smu.edu

GMCP
Graduate Marketing Certificate Program
SMU Cox School of Business
P.O. Box 750333
Dallas, TX 75275-0333

COX SCHOOL OF BUSINESS
DALLAS TEXAS

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ONE GREAT PROGRAM, THREE WAYS TO GET IT!

2016-17 Schedule

**Dallas Campus**
- Starts September 12, 2016
- 3-week holiday break
- Ends February 27, 2017
- Monday evenings from 6:30 to 9:30pm

**Online**
- Starts week of January 16, 2017
- Ends week of June 5, 2017

**Plano Campus**
- Starts January 18, 2017
- Ends June 7, 2017
- Wednesday evenings from 6:30 to 9:30pm

Apply at marketingcertificate.cox.smu.edu

FEES & TUITION

**Fees**
- $200: A non-refundable registration fee collected at the time of admission to reserve your seat in a GMCP program, and cover administrative costs

**Tuition**
- $3900: Tuition paid in full before the program starts
- $1400: Installments paid before each trimester begins

Discounts available for early registration, for participants employed by a nonprofit and for three or more employees attending from the same company. Outside financing options are available.

Visit marketingcertificate.cox.smu.edu for more information about GMCP

Or, contact: Ginny Shearin, Assistant Director
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- marketingcertificate@cox.smu.edu