ADVANCED MARKETING CERTIFICATE PROGRAM

Advance your career and business goals

SMU COX SCHOOL OF BUSINESS

DALLAS, TEXAS
### REASON 1: CURRENT & COMPREHENSIVE CURRICULUM

Learn the latest in marketing today and apply it tomorrow.

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<th>WEEKS</th>
<th>BUILD A STRONG FOUNDATION AND LEARN RECENT DEVELOPMENTS:</th>
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<td>Consumer Behavior</td>
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<td>Branding</td>
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<td>Competitive Pricing</td>
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<td>The How and Why of Advertising</td>
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<tr>
<th>WEEKS</th>
<th>INVESTIGATE LATEST MARKETING TRENDS AND CUTTING-EDGE TECHNIQUES:</th>
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<td>Strategic Marketing</td>
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<td>Loyalty and Customer Engagement</td>
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<td>Omni-Channel Marketing</td>
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<td>Social and Mobile Marketing</td>
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<th>WEEKS</th>
<th>APPLY KNOWLEDGE AND GAIN EXPERIENCE THROUGH MARKETING SIMULATION:</th>
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<td>Analyzing Competitors</td>
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<td>Managing Product Features</td>
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**Melissa Liedkie**  
Marketing Strategist, RealPage  
AMCP ‘13

“The AMCP 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.”
Learn from acclaimed professors and Executive-level industry experts.

The best Cox School Marketing Department faculty and industry experts teach the Advanced Marketing Certificate Program (AMCP). Professors teach individual sessions based on their expertise, research and industry experience.

Professor Tassu Shervani teaches the AMCP session on developing a strategic marketing plan. He won the SMU Cox MBA Outstanding Teaching Award in 2017 and consults when he is not teaching. Shervani’s consulting experience includes: 3M, Accenture, Coca-Cola, Dell Computer, EY, Johnson & Johnson, Lockheed Martin, Sabre Holdings, Unilever and Texas Instruments.

Rita Bargerhuff teaches the AMCP session focused on omni-channel marketing. She has vast industry experience as the former CMO of Rent-A-Center and 7-Eleven, and teaches at the graduate-level for the Cox School of Business.

SMU Cox Marketing Program Rankings

#4 in the nation for academic quality
USA Today, 2014

#7 in the nation Master of Science in Business Analytics (marketing and information technology) program
Financial Engineer, 2014

#8 “overall best in the nation” marketing education for business schools
USA Today, “College Factual,” 2017

Michael Woodward
Sales Leader, PepsiCo
AMCP ’14

“The AMCP is taught not only by world-class faculty members, but also by successful working professionals from some of the leading companies in Dallas. This makes the program an excellent venue for expanding one’s professional network and creating new opportunities.”
REASON 3: ONE-ON-ONE CAREER COACHING

Consult about your marketing career with an experienced career coach.

Dennis Grindle is an esteemed career coach with masters-level certificates in career counseling and business. Over the last 30 years, he has been involved in career counseling, developing career programs and career centers in several universities including Cal State, Duke University, Rice University, UCLA, UT Austin, and SMU Cox. Dennis works with AMCP students on career advice, resume review, interview strategies, mock interviews and employer relationships.

Stacy Swierenga
Dealer Events Analyst, Luxury Vehicle OEM, Plano, TX
AMCP ‘17

“During my recent job search, I enrolled in AMCP to sharpen my marketing skills. An added benefit of this outstanding program is a career counseling session with Dennis Grindle. Dennis helped me prepare for in-depth panel interviews, shared tried-and-true techniques to tackle STAR questions, and introduced me to a fellow SMU Mustang within the company at which I interviewed. I’m happy to report that I received two job offers and landed my dream job within three months. Thank you, Dennis!”

REASON 4: THE COX NETWORK

Build relationships with the reputed professors. Network with your peers.

Connect to AMCP alumni through private LinkedIn groups and alumni get-togethers.

After graduation, join the SMU Cox Network. Privileges and benefits extend to speaker series, special sessions and the occasional tailgate!
**WHO SHOULD ENROLL**

Our alumni represent an array of functions:

- C-level Executives
- Senior Marketing Executives
- Junior and Mid-Level Marketing Professionals
- Aspiring Marketing Professionals
- Consultants
- Small Business Owners
- General Managers
- Sales, Advertising and PR personnel
- Consultants
- Small Business Owners
- General Managers
- Sales, Advertising and PR personnel

**CORPORATE PARTICIPANTS**

The AMCP has taught students from more than 200 companies, both small and large, lo and hi-tech, B2B and B2C, and for profit and nonprofit. A sample of companies include:

- AT&T
- American Airlines
- American Heart Association
- Bimbo Bakeries
- Clear Channel
- *The Dallas Morning News*
- Dr Pepper Snapple Group
- Frito-Lay
- Highland Park Presbyterian Church
- JCPenney
- Magic Logix
- Mary Kay
- Research Now
- UPS
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

Apply at smu.edu/cox/amcp

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

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Advanced Marketing Certificate Program
SMU Cox School of Business
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