

Direct Marketing • Certificate

Why Choose a Direct Marketing Certificate?

If you choose the direct marketing certificate, you will learn the concept and application of database-driven marketing methods including the following areas:

- Direct marketing as an overall business model and as an element of Integrated Marketing Communications
- Direct marketing planning, merchandising, promotion, fulfillment and customer service as executed in a wide range of integrated media
- Direct marketing creative strategy and execution
- Hands-on direct marketing techniques

You will learn about one of the fastest growing career fields in the nation and the world and will build your abilities for application in advertising agencies and companies in the business-to-consumer and business-to-business realms.

This program is also offered in an on-line format.

Admission Requirements

Any person who is admitted to the University is welcome to seek the attainment of this certificate. You must provide evidence of graduation from high school with a 2.35 grade point average.

Graduation Requirements

You will receive the Direct Marketing Certificate after completion of the requirements with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the students major.

Required Courses

	Credit Hours
AIMC 222 Prin of Advertising/IMC	3
MKTG 321 Principles of Marketing	3
MKTG 383 Direct Marketing	3
Elective Courses (choose one)	
AIMC 375 Bus-to-Bus Advertising/IMC	3
STQM 200 Intro to Data Mining	3
Minimum credit hours required for certificate	12



More Information

Marketing Department
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The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)
http://www.acbsp.org/p/st/ld/sid=s1_001

FERRIS STATE UNIVERSITY

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