

Direct Marketing

Program Requirements

Direct Marketing, Certificate Program Checksheet

Includes:

- Certificate Courses
- Admission Requirements
- Graduation Requirements

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.

Career Opportunities

Students with a direct marketing background are in demand at advertising agencies, marketing agencies, and companies of all sizes. Entry-level job opportunities include positions in creative, media placement, direct and interactive marketing, project management, and account work.

More Information

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