

# PRODUCT AND BRAND MANAGEMENT, POST-BACCALAUREATE CERTIFICATE

Saint Louis University's product and brand management certificate is designed to provide students with an understanding of the processes and strategies for introducing new products and building successful brands.

SLU students will gain a broad understanding of the strategies, tools and consumer research and analytics needed to manage the introduction of new products and the building of successful brands. The certificate provides core content for understanding, managing and delivering new products and services in an ever-changing, innovation-based ecosystem. This certificate is offered online.

## Admission Requirements

The Chaifetz School uses a holistic admissions approach to carefully evaluate all applicants, considering every aspect of their application. While an undergraduate degree is required for admission, a business background is not. Applicants must submit their:

- Completed online application (<https://gradapply.slu.edu/apply/>)
- Transcript(s) from all previously attended institutions
- 1-2 letters of recommendation
- Résumé/CV
- Professional goal statement of fewer than 500 words

Applications are reviewed on a rolling basis once all application materials are received. The average time for admissions decisions is two weeks.

## Tuition

Tuition	Cost Per Credit
School of Business Master's and Certificate Programs	\$1,310

Additional charges may apply. Other resources are listed below:

Net Price Calculator (<https://www.slu.edu/financial-aid/tuition-and-costs/calculator.php>)

Information on Tuition and Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition/>)

Miscellaneous Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/fees/>)

Information on Summer Tuition (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition-summer/>)

## Scholarships and Financial Aid

For more information about Saint Louis University scholarships and financial aid, please visit the Office of Student Financial Services (<https://www.slu.edu/financial-aid/>).

## Accreditation

The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance and accrediting body of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Approximately 5% of business schools worldwide have achieved AACSB accreditation.

## Learning Outcomes

- Graduates will develop an understanding of product and brand management concepts.
- Graduates will be able to apply product and brand management concepts in the context of case and problem analysis.
- Graduates will be able to effectively communicate results of product and brand management case and problem analysis.

## Requirements

Code	Title	Credits
MKT 6150	New Product Management	3
MKT 6310	Strategic Brand Management	3
MKT 6350	Consumer Insight and Brand Strategy	3
<b>Total Credits</b>		<b>9</b>

## Continuation Standards

Students must maintain a cumulative grade point average (GPA) of 3.00 in all graduate/professional courses.

## Roadmap

Roadmaps are recommended semester-by-semester plans of study for programs and assume full-time enrollment unless otherwise noted.

Courses and milestones designated as critical (marked with !) must be completed in the semester listed to ensure a timely graduation. Transfer credit may change the roadmap.

This roadmap should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor/mentor each semester. Requirements, course availability and sequencing are subject to change.

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
MKT 6150	New Product Management	3
MKT 6350	Consumer Insight and Brand Strategy	3
<b>Credits</b>		<b>6</b>
<b>Spring</b>		
MKT 6310	Strategic Brand Management	3
<b>Credits</b>		<b>3</b>
<b>Total Credits</b>		<b>9</b>

## Contact Us

For additional admission questions, please contact:

Graduate Business Admission Team

314-977-3800  
gradbiz@slu.edu

Request Information (<https://www.slu.edu/business/graduate/request-info.php>)