



UNIVERSITY OF
MARYLAND

OFFICE OF THE PRESIDENT

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September 12, 2025

Dr. Sanjay Rai
Secretary
Maryland Higher Education Commission
217 East Redwood Street, Suite 2100
Baltimore, MD 21202

Dear Secretary Rai:

I am writing to request approval for a new Post-Baccalaureate Certificate program in Marketing. The proposal for the new program is attached. I am also submitting this proposal to the University System of Maryland for approval.

The proposal was endorsed by the appropriate faculty and administrative committees. I also endorse this proposal and am pleased to submit it for your approval.

Sincerely,

Darryll J. Pines
President
Glenn L. Martin Professor of Aerospace Engineering

DJP/mdc

cc: Candace Caraco, Associate Vice Chancellor
Jennifer King Rice, Senior Vice President and Provost
Prabhudev Konana, Dean, Robert H. Smith School of Business



Cover Sheet for In-State Institutions
New Program or Substantial Modification to Existing Program

Institution Submitting Proposal

University of Maryland, College Park

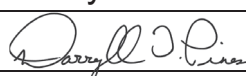
Each action below requires a separate proposal and cover sheet.

- | | |
|--|---|
| ☐ New Academic Program | ☐ Substantial Change to a Degree Program |
| ☐ New Area of Concentration | ☐ Substantial Change to an Area of Concentration |
| ☐ New Degree Level Approval | ☐ Substantial Change to a Certificate Program |
| ☒ New Stand-Alone Certificate | ☐ Cooperative Degree Program |
| ☐ Off Campus Program | ☐ Offer Program at Regional Higher Education Center |

Payment ☒ Yes	Payment ☒ R*STARS #	JJ593769	Payment	Date
Submitted: ☐ No	Type: ☐ Check #		Amount: \$250	Submitted: 9/15/2025

Department Proposing Program	Robert H. Smith School of Business		
Degree Level and Degree Type	Post-Baccalaureate Certificate		
Title of Proposed Program	Marketing		
Total Number of Credits	12		
Suggested Codes	HEGIS: 050903	CIP: 52.1399	
Program Modality	☐ On-campus ☐ Distance Education (fully online) ☒ Both		
Program Resources	☒ Using Existing Resources ☐ Requiring New Resources		
Projected Implementation Date (must be 60 days from proposal submission as per COMAR 13B.02.03.03)	☐ Fall	☒ Spring	☐ Summer
Provide Link to Most Recent Academic Catalog	URL: https://academiccatalog.umd.edu/		

Preferred Contact for this Proposal	Name: Michael Colson
	Title: Senior Coordinator for Academic Programs
	Phone: 301-405-5626
	Email: mcolson@umd.edu

President/Chief Executive	Type Name: Darryll J. Pines
	Signature:  Date: 09-12-2025
Date of Approval/Endorsement by Governing Board:	

Revised 4/2025

A. Centrality to the University's Mission and Planning Priorities

Description. The University of Maryland, College Park (UMD) proposes to establish a 12-credit **Post-Baccalaureate Certificate in Marketing**. This program is designed to provide students with both foundational and advanced marketing skills, including consumer behavior, marketing research, strategy, and effective communication. It targets graduate students from diverse academic backgrounds—both quantitative and qualitative—as well as professionals looking to enhance their credentials or pivot their careers. The curriculum emphasizes practical application of marketing principles, data-driven problem-solving, and strategic communication within business contexts. The certificate is stackable toward UMD's proposed Master of Science in Marketing, with all required courses aligning with the MS program's core curriculum. Students who complete the certificate may apply those credits toward the MS degree. The proposal for the MS program is being submitted separately under a different cover. **As with the MS program, the certificate will be available in both in-person and online formats.**

Relation to Strategic Goals. As written in our [mission statement](#), one of UMD's graduate education objectives is to "Expand professional graduate programs that are nationally recognized for excellence in their curricula, their contributions to the practice of the professions, and for their innovation and creativity." The curriculum is designed to help students understand marketing principles, apply data tools to solve marketing challenges, and develop strategic thinking and communication skills relevant to business contexts.

Funding. The program, which will be housed in the Robert H. Smith School of Business, will be funded with tuition revenue. Financial projections indicate that the program will be self-sustaining through tuition revenue, with sufficient capacity to support faculty, staff, and teaching assistant needs over the first five years. The Smith School currently offers multiple graduate programs, including certificate programs, and consequently has the existing administrative and faculty resources to offer this new program.

Institutional Commitment. The University of Maryland and the Robert H. Smith School of Business are fully committed to the successful implementation and long-term sustainability of the certificate program. The program will be administered through the Smith School's established infrastructure for graduate programs, including dedicated advising, admissions, and career services teams. Faculty with expertise in marketing, analytics, and strategy have been identified to lead the certificate courses. The program will operate within existing facilities at Van Munching Hall and will use classroom, IT, and library resources already in place. Financial projections confirm the program will be self-sustaining through tuition revenue, with sufficient capacity to support faculty, staff, and teaching assistant needs over the first five years.

B. Critical and Compelling Regional or Statewide Need as Identified in the State Plan

Need. The need for this program can be summed up in COMAR 13B.02.03.08B(3): *Occupational and professional needs relative to upgrading vocational/technical skills or meeting job market*

requirements. This certificate program will prepare students with cutting-edge knowledge and skills in various aspects of marketing including strategy, consumer insights, and tactics. It is suitable for professionals from both qualitative (e.g., social sciences, humanities) and quantitative (e.g., mathematics, statistics, engineering, etc.) backgrounds who wish to supplement their skills with foundational knowledge in marketing. Graduate students in other UMD programs may also enroll in the certificate program.

State Plan. The proposed program aligns broadly with the 2022 [Maryland State Plan for Postsecondary Education](#), particularly Priority 6, which calls for alternatives to traditional academic pathways that may delay completion. This certificate offers a time-efficient, stackable credential that enables students to quickly gain in-demand marketing skills without committing to a full graduate degree. It is especially suited to non-business students and working professionals seeking to pivot or advance their careers. By emphasizing accessibility, affordability, and real-world application, the program supports the State Plan's goals to improve timely completion, expand access, and promote innovation in credentialing. Its modular structure and interdisciplinary approach also position it as an innovative model for flexible, high-impact postsecondary education.

C. Quantifiable and Reliable Evidence and Documentation of Market Supply and Demand in the Region and State

Marketing positions are projected to increase at both national and state levels. While the certificate does not prepare students for advanced management roles in the same way as a full master's degree, it equips them with essential, practical marketing skills that are in growing demand across sectors. The United States Bureau of Labor Statistics predicts that advertising, promotions, and marketing manager positions in the United States will grow by 6% (faster than average) from 2024 to 2034.¹ Marketing Research Analysts are projected to grow by 7%.² At the state level, the Maryland Department of Labor predicts a 8.63% increase in the number of Marketing Managers and a 9.16% increase in the number of Market Research Analysts and Specialists from 2023 to 2033.³

A 2024 labor market analysis conducted by Hanover Research further substantiates this trend. The report projects 8.9% growth in marketing-related occupations in Maryland from 2023 to 2033 and identifies Market Research Analysts and Marketing Specialists as the fastest-growing roles in every geography studied. The need is driven by increased demand for professionals who can interpret data, develop digital strategies, and respond to rapidly changing consumer behavior. This certificate offers a rapid, career-relevant credential for students and

¹ U.S. Bureau of Labor Statistics. Occupational Outlook Handbook: Advertising, Promotions, and Marketing Managers. <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

² U.S. Bureau of Labor Statistics. Occupational Outlook Handbook: Market Research Analysts. <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>

³ Maryland Department of Labor. Maryland Occupational Projections - 2023-2033 - Workforce Information and Performance <https://labor.maryland.gov/lmi/iandoproj/maryland.shtml>

professionals seeking to build or expand marketing capabilities in response to growing workforce needs in Maryland.

D. Reasonableness of Program Duplication

Several institutions in Maryland offer post-baccalaureate certificates in marketing or related areas, including:

- Johns Hopkins University – Post-Baccalaureate Certificate in Digital Marketing and Post-Baccalaureate Certificate in Entrepreneurial Marketing
- Loyola University Maryland – Post-Baccalaureate Certificate in Marketing
- Towson University – Post-Baccalaureate Certificate in Interactive Marketing
- University of Maryland Global Campus (UMGC) – Post-Baccalaureate Certificate in Multicultural Marketing

While these programs cover specialized aspects of the marketing field, the proposed Post-Baccalaureate Certificate in Marketing at the University of Maryland, College Park, offers a broader and more foundational approach. It is being proposed in coordination with the Master of Science in Marketing and serves two purposes: (1) to offer a stackable credential pathway that enables students to apply certificate credits toward the MS degree; and (2) to allow students who exit the MS program after completing the 12-credit core to earn a formal graduate credential. The UMD program covers essential marketing skills—strategy, research, consumer behavior, and segmentation—making it suitable for students from both business and non-business backgrounds. Unlike more narrowly focused certificates, this program is designed to be versatile, accessible, and aligned with the public mission of Maryland’s flagship institution. It complements rather than duplicates existing offerings, meeting unmet demand for flexible, high-quality marketing education.

E. Relevance to Historically Black Institutions (HBIs)

There are no such certificate programs at Maryland state Historically Black Institutions.

F. Relevance to the identity of Historically Black Institutions (HBIs)

As indicated above, there are no such programs at Maryland state Historically Black Institutions; therefore, this program will not impact the identity of any Historically Black Institution. The program is housed within the Robert H. Smith School of Business--a research-intensive, flagship institution with a statewide service mission--that already offers many different graduate level business programs, including an MS in Marketing Analytics. Consequently, graduate education in marketing is an established part of the UMD identity.

G. Adequacy of Curriculum Design, Program Modality, and Related Learning Outcomes

Curricular Development. The development of the Post-Baccalaureate Certificate in Marketing curriculum reflects the Smith School’s guiding principle that business education should be accessible and relevant to students from all academic and professional backgrounds. In line with the “Everybody’s Business” philosophy, the program is intentionally designed to welcome students from a wide range of undergraduate majors—not only business, but also disciplines such as communications, psychology, sociology, engineering, and the arts—who seek to apply their existing skills in strategic and data-informed marketing roles. The curriculum provides foundational training in marketing strategy, consumer behavior, research, and segmentation, ensuring that students without prior business education can build a solid base of marketing knowledge. By broadening access to graduate business education and supporting stackable learning paths, the program fulfills the School’s mission to prepare diverse, cross-disciplinary cohorts of students for meaningful participation in Maryland’s innovation-driven economy.

Faculty Oversight. A faculty member from the Smith School will be named as Academic Director to provide oversight for all aspects of the program.

Educational Objectives and Learning Outcomes. The learning outcomes for the program are as follows:

1. Understand basic marketing concepts and consumer behavior.
2. Develop strategic thinking for effective marketing.
3. Learn data tools for marketing problem-solving.
4. Enhance communication skills for marketing presentations.

Institutional assessment and documentation of learning outcomes. Each course in the curriculum is intended to help students understand and solve marketing challenges and opportunities. A combination of periodic examinations, case studies, exercises, and experiential learning will be used to assess student learning outcomes.

Course requirements. The program requires 12 credits. A list of courses and descriptions is included in Appendix B. Please note that these new courses will be assigned course numbers when the program is approved.

Course Number	Course Title	Credits
BUMK6XX	Marketing Foundations	3
BUMK6XX	Marketing Research	3
BUMK6XX	Marketing Strategy	3
BUMK6XX	Consumer Behavior	3
Total Credits		12

General Education. Not applicable for our graduate programs.

Accreditation or Certification Requirements. The proposed program will not be accredited, but will be among the program offerings of the Robert H. Smith School of Business, which is annually accredited by AACSB - The Association to Advance Collegiate Schools of Business - the foremost accreditation body of business schools in the world.

Other Institutions or Organizations. The offering unit is not planning to contract with another institution or non-collegiate organization for this program.

Student Support. The program director will provide administrative coordination for the program, in collaboration with the Smith School's Master's Programs Office. Students will be supported through the program office for academic guidance and advising. They will also have access to the Graduate School Counseling and the Counseling Center resources. The program director will be the first point of contact for students, while the Smith School's Master's Programs Office, which provides administrative services for the Smith School's master's and graduate certificate programs, provides student and program services, such as admission support, scheduling, registration, guidance on billing and payment, graduation, and guidance on appeals. Students will see admission criteria, financial aid resources, costs, and complaint procedures on the Smith School website. Specific technological competence and equipment needed for online instruction will be included in the admission criteria. Learning management information will also be included in these materials.

Marketing and Admissions Information. Students will see admission criteria, financial aid resources, and costs on the Smith School website.

H. Adequacy of Articulation

Not applicable for this graduate program.

I. Adequacy of Faculty Resources

Program faculty. Appendix A contains a list of faculty members who will likely teach in the program. All instructors will be UMD graduate faculty from the Robert H. Smith School of Business.

Faculty training. Faculty teaching in the program will use the university's learning management system along with its extensive electronic resources. They will have access to instructional development opportunities available across the College Park campus, including those offered as part of the Teaching and Learning Transformation Center, many of which are delivered in a virtual environment. Instructors will work with the learning design specialists on campus to incorporate best practices when teaching in the online environment.

J. Adequacy of Library Resources

The University of Maryland Libraries assessment concluded that the Libraries are able to meet, with current resources, the curricular and research needs of the program.

K. Adequacy of Physical Facilities, Infrastructure, and Instructional Resources

The Smith School already offers master's and certificate programs in a variety of areas, including an MS in Marketing Analytics. As a result, the physical facilities, infrastructure, and instructional equipment are, on the whole, already in place. The implementation of the new program will require some additional classroom usage, but generally the program can be implemented within existing resources. For the online components of the coursework, UMD maintains an Enterprise Learning Management System (ELMS). ELMS is a Web-based platform for sharing course content, tracking assignments and grades, and enabling virtual collaboration and interaction. All students and faculty have access to UMD's electronic mailing system.

L. Adequacy of Financial Resources

Tables 1 and 2 contain the details of resources and expenditures.

Table 1 Resources:

The program will be self-supported through tuition revenue.

1. Line 1 shows no reallocated funds since the program is supported by tuition from existing students.
2. Graduate students will be paying tuition by the credit. We ultimately anticipate that approximately 20 students will be taking 12 credits per year.
3. The tuition rate will be \$1852 per credit with an assumed annual increase of 3%.
4. No external sources of funding are assumed.
5. No other sources of funding are assumed.

Table 2 Expenditures:

1. Faculty salaries are based on cost per course.
2. We assume an annual increase of 3% in faculty salaries with a corresponding 33% benefits rate.
3. Administrative positions include an academic director (.17 FTE) and a support staff person (.25 FTE).
4. Included is an annual 3% increase and a corresponding benefits rate of 33% for administrative salaries.
5. Other expenses include teaching assistance, student services, marketing and recruiting, and course development.

M. Adequacy of Program Evaluation

Formal program review is carried out according to the University of Maryland's policy for Periodic Review of Academic Units, which includes a review of the academic programs offered by, and the research and administration of, the academic unit (<http://www.president.umd.edu/policies/2014-i-600a.html>). Program Review is also monitored following the guidelines of the campus-wide cycle of Learning Outcomes Assessment (https://irpa.umd.edu/Assessment/loa_overview.html). Faculty within the department are reviewed according to the University's Policy on Periodic Evaluation of Faculty Performance (<http://www.president.umd.edu/policies/2014-ii-120a.html>). Since 2005, the University has used an online course feedback survey instrument for students that standardizes course feedback across campus. The course survey has standard, university-wide questions and allows for supplemental, specialized questions from the academic unit offering the course.

N. Consistency with Minority Student Achievement goals

The Robert H. Smith School of Business community is multifaceted at every level – students, staff and faculty represent the spectrum of diversity. With a large population of international students and a diverse blend of backgrounds, nationalities, ethnicities and experiences, Smith students have an opportunity to make connections with those who share their interests, and to grow and learn by making new friends and sharing new experiences. The Smith School engages in recruiting and outreach events across the globe to generate a diverse student body.

O. Relationship to Low Productivity Programs Identified by the Commission

N/A

P. Adequacy of Distance Education Programs

The distance-education version of the program will be entirely online. This will allow the program to reach a wider audience, including those in the local area whose professional commitments may not allow for regular travel to College Park. The online curriculum will be the same as the in-person curriculum. As with other successful online master's programs offered by the Robert H. Smith School of Business, the online Post-Baccalaureate Certificate in Marketing program will feature a mix of synchronous online classes and asynchronous online materials including video lectures, simulations, problem sets, and discussions. Learning outcomes, academic rigor and program curricula will be exactly the same for the online program as it is for the on-campus program.

The Smith School has an Assurance of Learning Program (AoL) via the Office of Digital Learning, as required by its accrediting agency, the AACSB; all graduate programs are a part of this program. AoL assures that outcomes are measured across courses in the program and the results fed back at the program level to maintain and improve quality. A faculty committee, the MS Oversight Committee, exists to oversee administrative issues including admissions, academic courses and curriculum policies, student activities, and internships and placement

opportunities. Additional oversight and the delivery of services will be provided by the Smith School's Masters Programs Office and the Office of Career Services under the direction of the Associate Dean. Academic advising, financial aid, and career services will be provided by the corresponding University and Smith School units.

Table 1: Resources

Resources Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Reallocated Funds	\$0	\$0	\$0	\$0	\$0
2. Tuition/Fee Revenue (c+g below)	\$355,584	\$411,912	\$471,272	\$533,794	\$599,615
a. #FT Students	0	0	0	0	0
b. Annual Tuition/Fee Rate (based on 12 credits)	\$22,224	\$22,884	\$23,564	\$24,263	\$24,984
c. Annual FT Revenue (a x b)	\$0	\$0	\$0	\$0	\$0
d. # PT Students	16	18	20	22	24
e. Credit Hour Rate	\$1,852	\$1,907	\$1,964	\$2,022	\$2,082
f. Annual Credit Hours	12	12	12	12	12
g. Total Part Time Revenue (d x e x f)	\$355,584	\$411,912	\$471,272	\$533,794	\$599,615
3. Grants, Contracts, & Other External Sources	0	0	0	0	0
4. Other Sources	0	0	0	0	0
TOTAL (Add 1 - 4)	\$355,584	\$411,912	\$471,272	\$533,794	\$599,615

Table 2: Expenditures

Expenditure Categories	Year 1	Year 2	Year 3	Year 4	Year 5
1. Faculty (b+c below)	\$45,220	\$46,577	\$47,974	\$49,413	\$50,896
a. #FTE	0.17	0.17	0.17	0.17	0.17
b. Total Salary	\$34,000	\$35,020	\$36,071	\$37,153	\$38,267
c. Total Benefits	\$11,220	\$11,557	\$11,903	\$12,260	\$12,628
2. Admin. Staff (b+c below)	\$33,250	\$34,248	\$35,275	\$36,333	\$37,423
a. #FTE	0.25	0.25	0.25	0.25	0.25
b. Total Salary	\$25,000	\$25,750	\$26,523	\$27,318	\$28,138
c. Total Benefits	\$8,250	\$8,498	\$8,752	\$9,015	\$9,285
3. Total Support Staff (b+c below)	\$86,450	\$89,044	\$91,715	\$94,466	\$97,300
a. #FTE	1	1	1	1	1
b. Total Salary	\$65,000	\$66,950	\$68,959	\$71,027	\$73,158
c. Total Benefits	\$21,450	\$22,094	\$22,756	\$23,439	\$24,142
4. Graduate Assistants (b+c)	0	0	0	0	0
a. #FTE	0	0	0	0	0
b. Stipend	0	0	0	0	0
c. Tuition Remission	0	0	0	0	0
d. Benefits	0	0	0	0	0
5. Equipment	\$0	\$0	\$0	\$0	\$0
6. Library	0	0	0	0	0
7. New or Renovated Space	0	0	0	0	0
8. Other Expenses	\$151,000	\$115,750	\$116,523	\$117,319	\$118,138
TOTAL (Add 1 - 8)	\$315,920	\$285,618	\$291,487	\$297,532	\$303,757

Appendix A: Faculty Information

The following faculty members are projected to teach in the program. All faculty are full-time unless otherwise indicated.

Name	Highest Degree Earned, Program, and Institution	UMD Title (indicate if part-time)	Courses
Henry C Boyd III	PhD in Marketing Duke University JD in Intellectual Property UW Madison	Assistant Dean for Civic Engagement Board of Directors, College Park Academy Intellectual Property Attorney Clinical Professor	BUMK6XX Marketing Foundations BUMK6XX Marketing Strategy
Cathy Yi Chen	PhD in Marketing UCLA	Associate Clinical Professor	BUMK6XX Marketing Research
Ali Faraji-Rad	PhD, BI Norwegian Business School	Assistant Professor	BUMK6XX Consumer Behavior
Rosellina Ferraro	PhD in Marketing Duke University	Associate Dean of MBA Programs Associate Professor of Marketing	BUMK6XX Consumer Behavior
Judy Frels	PhD in Marketing University of Texas at Austin	Academic Director of the MS Marketing Analytics Senior Fellow, Executive Development Programs Clinical Professor	BUMK6XX Marketing Foundations BUMK6XX Marketing Strategy
Mary Beth Furst	EdD Entrepreneurial Leadership Johns Hopkins University	Associate Area Chair, Marketing Clinical Professor	BUMK6XX Marketing Foundations BUMK6XX Marketing Strategy BUMK6XX Consumer Behavior

Bruno Jacobs	PhD, Erasmus University Rotterdam	Assistant Professor	BUMK6XX Marketing Research
Rebecca Ratner	PhD Social Psychology Princeton University	Dean's Professor of Marketing	BUMK6XX Consumer Behavior

Appendix B: Course Descriptions

Core Requirements

BUMK6XX Marketing Foundations (3 Credits)

Analysis of marketing problems and evaluation of specific marketing efforts regarding the organization's products and services, pricing activities, channel selection, and promotion strategies in domestic and international markets.

BUMK6XX Marketing Research (3 Credits)

The process of acquiring, classifying, and interpreting primary and secondary marketing data needed for intelligent, profitable marketing decisions. Evaluation of the appropriateness of alternative methodologies, such as the inductive, deductive, survey, observational, and experimental. Recent developments in the systematic recording and use of internal and external data needed for marketing decisions.

BUMK6XX Consumer Behavior (3 Credits)

This course focuses on the analysis of customer decision-making and how marketing strategy can be influenced by those decisions. The buyer behavior model is used, in which concepts from psychology, sociology, and economics are applied to individual and organizational purchase decisions. Marketing strategies of leading firms in consumer products, technology, and services are analyzed using a variety of case study formats.

BUMK6XX Marketing Strategy (3 Credits)

This course combines lectures, readings, case analyses, and a competitive simulation to create and analyze marketing strategies in real-world contexts. A significant part of the course involves a competitive computer-based simulation in which student teams leverage marketing data and metrics to make marketing decisions for an organization that is competing in a market against other student teams.