



# Graduate Certificate in Business-to- Business Marketing



**PennState**  
World Campus

A world of possibilities.  
**Online.**

# Business-to-Business Marketing Graduate Certificate

The 9-credit Graduate Certificate in Business-to-Business (B2B) Marketing, offered 100% online through Penn State World Campus, will help you better understand business markets and prepare for a career in B2B marketing.

Students in this program can:

- › gain an understanding of B2B marketing concepts and how to apply them to effectively communicate to the business audience
- › acquire knowledge of fundamental B2B theories and tools for value creation and delivery
- › develop the marketing analysis and decision-making skills needed to create and implement a strategic marketing plan
- › learn the innovative approaches to lead generation and new product development (NPD) used to design effective marketing strategies, manage the NPD process, and reach the right audiences

## Online Learning through Penn State World Campus

To make it easy to customize a flexible learning path unique to your career aspirations and busy schedule, the Graduate Certificate in B2B Marketing is offered online



by Penn State World Campus in partnership with the Penn State Smeal College of Business.

Your online learning experience will be enhanced by meaningful faculty interaction, collaborative group projects, access to instructional resources, and dedicated academic advising and support services. Upon successful completion of the program requirements, you will receive a formal certificate identical to those received by resident Penn State students.

## Program Curriculum

The courses in this 9-credit graduate certificate aim to provide you with a unique understanding of business markets and teach the fundamental concepts, theories, and tools specific to B2B marketing strategy, innovation, and analytics.

### Required courses:

#### **Business-to-Business Marketing Analytics**

Provides an overview of how to successfully use data and analytics to evaluate target segments, brand management, product development, and pricing strategies to drive success.

#### **New Product Development and Management**

Explores state-of-the-art insights on innovation strategy, product development processes, and new product introduction and management in B2B.

#### **Business-to-Business Marketing Strategy**

Focuses on B2B marketing strategy, offering a framework for value creation and delivery, introducing key concepts, theories, and strategic decision-making in business-to-business markets.

To learn more about the Graduate Certificate in Business-to-Business Marketing, please visit:

**[worldcampus.psu.edu/b2b-marketing](http://worldcampus.psu.edu/b2b-marketing)**





## Apply Today

To pursue the Graduate Certificate in Business-to-Business Marketing, review the program's admission requirements and complete the online application at:

**[worldcampus.psu.edu/b2b-marketing](http://worldcampus.psu.edu/b2b-marketing)**

## Did You Know?

- › The courses in this program were developed and are taught by the same respected Penn State faculty who teach on campus.
- › Penn State credits and degrees earned online are identical to those earned by resident students. You can pick from three start dates each year, work on weekly assignments at your preferred pace, and create a personalized path to completion that fits into your busy schedule.



# Program Benefits

## **Career-Ready Skills**

The certificate is focused on creating, delivering, and harvesting customer value. The emphasis on proven tools and frameworks, delivered in close collaboration with the Institute for the Study of Business Markets (ISBM), ensures alignment with B2B marketing practices.

## **Rapid ROI**

Online graduate certificate programs from Penn State are designed to provide fundamental knowledge rapidly and efficiently.

## **World-Class Education**

This program is delivered in partnership with the Penn State Smeal College of Business, which carries the elite AACSB accreditation, an honor reserved for the top 5% of business schools worldwide.

## **Support Services**

You will have access to a full array of support services, including scheduling assistance, career counseling, and 24/7 technical support. As a globally recognized leader in online education, Penn State World Campus understands the unique needs of adult learners.

# Contact Us

## Program Questions

Penn State Smeal College of Business  
Professional Graduate Programs Office  
Phone: 814-865-5290  
B2BMKT@smeal.psu.edu

## Admissions Questions

worldcampus@psu.edu  
Phone: 814-863-5386  
worldcampus.psu.edu/admissions



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