

MILITARY TO BUSINESS IN MARKETING CERTIFICATE

Program Description

Marketing is not just advertising but a form of customer-centric management that generates value for the consumer. To do this successfully in the 21st century, you need to be well versed in the systematic analysis of data and statistics used for creating, communicating, delivering, and exchanging offerings for customers, clients, partners, and society at large. The leadership, strategic planning, and adaptability developed through military service are invaluable for understanding market dynamics, building trust with customers, and executing effective marketing strategies that deliver results.

In this certificate program, you will build the skills needed to take a product to market, leveraging analytics at each stage to make informed decisions. You will discover how to craft a marketing strategy for both going to market and managing existing customers, as well as the basic quantitative methods that support it, including market segmentation, targeting, positioning, product development and testing, pricing, channels, and promotion. You will have the opportunity to complete a go-to-market strategy project in order to formulate and communicate rigorous and practical solutions to marketing problems commonly faced across industries.

Military veterans and current service members bring to the table extraordinary problem-solving skills, adaptability, and mission-focused discipline — qualities that are highly valuable in marketing. This program will help you harness those strengths to identify opportunities, articulate customer insights, and craft impactful campaigns that drive growth and innovation in the business world.

Beyond marketing expertise, this program fosters collaboration by bringing together veterans and professionals from diverse industries, allowing you to expand your network, share perspectives, and build relationships with others who share your career aspirations.

This program includes a year of free access to Symposium! These events feature several days of live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore the marketing industry's most pressing topics. Symposium events are held several times throughout the year. Once enrolled in your program, you will receive information about upcoming events.

Throughout the year, you may participate in as many sessions as you wish. Attending Symposium sessions is not required to successfully complete the certificate program.

The courses in this certificate program are required to be completed in the order that they appear.

Key Takeaways

- Embrace the concept of customer lifetime value and use formulas to compute it
- Analyze the market to identify potential customers and define market segments
- Guide customers through the decision journey using promotional tools

- Use systematic processes to define a market strategy
- Evaluate the use of frameworks in formulating a market strategy

What You'll Earn

- Military to Business in Marketing Certificate from Cornell SC Johnson College of Business
- 40 to 70 Professional Development Hours (4 to 7 CEUs)

Who Should Enroll

- Service members transitioning, or veterans who have previously separated or retired, from any military branch

Courses

Code	Title	Hours
eCornell JCB591	Key Performance Indicators for Marketing	0
eCornell JCB592	The Customer Journey and Segmentation	0
eCornell LSM521	Essentials of Marketing Strategy	0
eCornell JCB597	Promotion and Attribution Strategy	0
Elective Courses (2 Courses)		
eCornell JCB59	Targeting and Positioning	
eCornell JCB41	Brand Positioning	
eCornell JCB41	Brand Activation	
eCornell CEPL50	Leading Project Teams	
eCornell CAS52	Campaign Design and Ideation	
eCornell JCB41	Brand Strategy	
eCornell ILRME	Managing Team Performance	
eCornell SHA57	Understanding and Visualizing Data	
eCornell SHA57	Implementing Scientific Decision Making	
eCornell LSM40	Problem-Solving Using Evidence and Critical Thinking	
eCornell LSM4C	Making a Convincing Case for Your Solution	