

# MARKETING AND BRANDING IN THE OUTDOOR INDUSTRY CERTIFICATE

The Graduate Certificate in Marketing and Branding in the Outdoor Industry provides the analytic and technical skills professionals need to address today's complex marketing and branding issues in the Outdoor Industry. The certificate focuses on industry-specific content to enable professionals to develop the capacity and skill necessary to effectively and strategically lead marketing efforts for their organizations, better understand consumer behavior, engage and reach new audiences, manage and measure marketing campaigns, and enhance sales performance to derive better business value in the outdoor industry. The coursework engages professionals with content related to marketing management, customer service, customer experience, sales development, go-to-market strategies, and sustainable marketing.

## Program Benefits

This program offers professionals an opportunity to enhance and/or specialize their education without committing to a full MBA program. Courses in this program are held online and in the evening, to allow working professionals an opportunity to gain specialized education and advance their careers in the Outdoor Industry. Additionally, this program offers organizations an opportunity to invest in their employees, leading to improved job satisfaction and higher retention.

## Admission Requirements

**Admission Overview:** Admission to any OIMBA certificate program will be based on a comprehensive assessment of academic achievements and relevant work experience. We welcome applicants who demonstrate a keen interest and potential in the outdoor industry, regardless of their specific area of focus. The application process is conducted online and requires the following materials:

### Academic Transcripts

- Submit official or unofficial transcripts from a regionally accredited university. Unofficial transcripts may be uploaded to expedite application review; however, official undergraduate transcripts will be.
- A minimum undergraduate GPA of 3.0 on a 4.0 scale is strongly recommended. Significant work experience may compensate for a lower GPA.
- Prospective students with a BA or BS in an unrelated area may be provisionally admitted and required to complete MBA 690: MBA Essentials with a B- or higher.

### Cover Letter

- Should describe relevant interests, goals, and motivation for pursuing the OIMBA program.
- Should demonstrate an interest and involvement in outdoor activities or the outdoor industry, though direct experience in the outdoor industry is not mandatory.

### Professional Resume

- Should highlight relevant work experience and showcase potential for positions related to the certificate being pursued.

- More than three years of outdoor industry work experience is preferred; candidates with less experience will be evaluated on a case-by-case basis.

### Two Letters of Recommendation

- Should come from professionals or academics who can attest to the applicant's potential for success in the OIMBA program. A mix of professional and academic recommendations is beneficial, though not mandatory.

### Provisional Admission Policy

Applicants with incomplete credentials or who lack in certain areas may be provisionally admitted to an OIMBA certificate program, subject to the following conditions:

- Must demonstrate the ability to manage the graduate course load effectively.
- Provisional students may be required to earn a B- or higher in MBA 690: MBA Essentials during the fall semester pre-term.
- Progress of provisionally admitted students will be regularly reviewed by the Program Director, with a focus on their ability to meet prescribed criteria and excel in the program.

*\*Candidates who do not meet the minimum GPA but have significant work experience will be considered.*

*\*\*Candidates with less than three years of professional experience will be evaluated on a case-by-case basis.*

## Program Requirements

9 credits are required, including:

Code	Title	Credits
MBA 606	Marketing and Brand Strategy in the Outdoor Industry	3
MBA 614	Sales and Customer Experience	3
MBA 697	SPECIAL TOPICS	3
<b>Total Credits</b>		<b>9</b>