

PRODUCT AND BRAND MANAGEMENT, POST-BACCALAUREATE CERTIFICATE

Saint Louis University's product and brand management certificate equips students with the strategic perspective and practical skills needed to successfully bring new products to market and build enduring brands. The program develops a strong foundation in product and brand management concepts while emphasizing their application in real-world contexts, enabling students to analyze complex market challenges and make informed, customer-centered decisions.

Students gain a broad understanding of the strategies, tools, consumer research, and analytics that underpin effective product development and brand growth. Through case-based learning and problem analysis, they learn to translate insight into action — evaluating opportunities, shaping product positioning, and guiding brands in dynamic, innovation-driven environments. The program also strengthens students' ability to clearly and professionally communicate their analyses and recommendations, a critical skill for influencing decisions and driving results in organizational settings.

Delivered fully online, the certificate provides a flexible and applied learning experience for those seeking to build or enhance their capabilities in managing products and brands in today's evolving marketplace.

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	\$1,390

Additional charges may apply. Other resources are listed below:

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-current/>)

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/types-of-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
Total Credits		9

Continuation Standards

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

Roadmap

This roadmap is just one example of a semester-by-semester plan of study for this program. There are other plans students can and do take. The plan of study for each particular student is established in consultation with each student's academic advisor; *this roadmap does not replace academic advising appointments.*

Roadmap notes:

- This Roadmap assumes full-time enrollment unless otherwise noted.
- Courses/Milestones marked with an "!" are critical and must be completed in the semester listed in the Roadmap to ensure a timely graduation.
- Course availability and sequencing are subject to change.

Course	Title	Credits
Year One		
Fall		
MKT 6150	New Product Management	3

MKT 6350	Consumer Insight and Brand Strategy	3
Credits		6
Spring		
MKT 6310	Strategic Brand Management	3
Credits		3
Total Credits		9

Contact Us

For additional admission questions, please contact:

Chaifetz Business Programs Office
Graduate Business Admission Team
314-977-3800
gradbiz@slu.edu

Request Information (https://www.slu.edu/business/graduate/request-info.php?_ga=2.149964213.2062578250.1775057932-127231973.1726158023)