

Certificate Plan

MAMC: Graduate Certificate in Offer Value and Conversion Optimization

DEGREE PLAN OF: _____ DATE _____
Please print your name

ADVISER: _____

TOTAL CREDITS REQUIRED: 12

		Credit	TERM/YEAR	GRADE
MMC5259	Customer Relationship and Effective Lead Management	3	_____	_____
MMC5436	Messaging Methodologies and the Practice of Conversion Optimization	3	_____	_____
MMC5422	Customer Research and the Fundamentals of Online Testing	3	_____	_____
MMC5435	Messaging Strategy and the Centrality of the Value Proposition	3	_____	_____

Signature of Student

Date Signed

Degree-Seeking Students Only: Signature of Academic Faculty Adviser

Date Signed

Signature of Certificate Program Faculty Adviser

Date Signed

Signature of Sr. Associate Dean, Division of Graduate Studies & Research

Date Signed