Available as a capstone certification

Marketing

About this capstone certification
The Marketing capstone certification is a comprehensive certification earned upon successful completion of the following required stackable certifications. This structure validates a candidate's skills across the core areas of the profession and demonstrates readiness for advanced roles.

Required certification exams Exams may be completed in any order.	Items
Marketing 1	34
Marketing 2	28

Capstone certification description
The Marketing capstone assesses candidates' ability to apply marketing theory in real-world business contexts. Marketing 1 covers the seven core functions of marketing—planning, information management, pricing, product/service management, promotion, channel management, and selling. Candidates demonstrate their understanding through applied projects such as market research and promotional planning. Marketing 2 advances to management-level skills, requiring candidates to create marketing campaigns, business plans, or conduct in-depth market research, with both written and presentation components. Together, these certifications validate readiness for professional opportunities in marketing, sales, and business management.