

ADVANCED BUSINESS CERTIFICATE IN SOCIAL RESPONSIBILITY AND IMPACT IN BUSINESS (GRADUATE CERTIFICATE)

The Marketing Department offers an advanced business certificate for business professionals who are interested in social responsibility and impact in business. It is designed to meet the growing demand for professionals with skills to effectively consider social responsibility and impact as part of business decision-making.

Location

- Hartford Campus

Modality Requirements

Students must complete 12 credits from the following courses:

Course	Title	Credits
MKTG 5115	Marketing Management	3
Select at least nine credits from the following:		9
BLAW 5253	Sustainability, Markets, and Society	
BLAW 5254	Social Responsibility and Accountability in Business	
MKTG 5255	Global Issues in Marketing for Social Impact	
MKTG 5258	Marketing Strategy for Environmental and Social Impact	
Total Credits		12

Learning Objectives

1. Embed social responsibility in ethical business models.
2. Engage with stakeholders on social responsibility initiatives.
3. Implement practices that have a positive societal impact in business.
4. Deploy business strategies to promote environmental sustainability.
5. Navigate CSR regulations and gain experience in ESG reporting.
6. Respect and facilitate human rights as part of business operations.
7. Drive global innovation in business for positive social change.