

# Marketing

## Certificate

### *DIVISION OF BUSINESS & PROFESSIONAL STUDIES*

The Marketing Certificate provides students with the comprehensive knowledge of the foundations and practices of marketing, and shows them how this knowledge is applicable to a variety of marketing services and industries.

Students will receive a sound marketing education that prepares them for entry-level and support positions in marketing and sales, or for transfer into a Marketing Associate or Bachelor degree program.

Elective courses will allow students to enhance their education or provide a career path with a comprehensive knowledge of Human Behavior, Global Business, Global Marketing, Marketing Research, Project Management, and Business Law. Students may also opt to participate in an Internship opportunity.

Upon completion, the Certificate in Marketing is awarded.

Successful graduates of the Marketing Certificate Program will be able to:

1. Describe the principles of marketing strategy and the marketing mix, as well as their foundation in the social sciences, both in writing and verbally.
2. Explain how business ethics impacts marketing.
3. Interpret and display the professional behavior and communication skills needed to thrive in a multicultural environment.
4. Analyze and integrate the body of marketing and general business knowledge using critical thinking and analysis, problem solving, and organization and presentation of complex data.
5. Devise marketing plans, campaigns and strategies applicable to various niches areas of marketing and for different industries.

COURSE	COURSE TITLE	CREDITS
AC 101	Financial Accounting I	4
MK 103	Principles of Marketing	3
MG 101	Principles of Management	3
MK 214	E-Commerce	3
OA 201	Business Communications	3
MK 213	Principles of Sales	3
MK 215	Principles of Advertising	3
	Elective	3/4
	<b>credits:</b>	<b>25/26</b>
	<b>Total Credits:</b>	<b>25/26</b>

### **PROGRAM FOOTNOTES**

\*Electives: AC 102 Financial Accounting II; BU201 Global Business; BU 901 Business Internship; CO 201 Fundamentals of Public Relations; LA 221 Business Law; MA 105 Introduction to Statistics; MG 102-Small Business Management; MK 220 Global Marketing Management; MN 140 Project Management; PS 260 Psychology in Business and Industry; SO 101 Introduction to Sociology