

Marketing

Certificate

DIVISION OF BUSINESS & PROFESSIONAL STUDIES

The Marketing Certificate provides students with 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's 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.

PROGRAM FOOTNOTES

Electives:

AC 102 Financial Accounting II
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
PS 260 Psychology in Business and Industry
SO 101 Introduction to Sociology

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
MK 222	Principles of Digital Marketing	3
MK 213	Principles of Sales	3
MK 215	Principles of Advertising	3
	Elective	3/4
	credits:	25/26
	Total Credits:	25/26

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.