

## Business, Certificate

### MARKETING

#### School of Business

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The Business Marketing Certificate offers students the opportunity to gain proficiency in managing the marketing function in a business. Courses included in this certificate may be applied toward the Business Marketing AAS program.

#### Career Opportunities

Graduates of the Business Marketing Certificate program may find employment as assistant marketing managers, junior advertising executives, product managers, product designers, administrative assistants, project managers, and in positions in public relations and media. Job opportunities will be available in large corporations, small businesses and in nonprofit organizations.

#### Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Participate in developing and implementing a marketing plan.
- Manage advertising, promotion and public relations activities in a marketing organization.
- Engage in planning and developing global marketing tasks.

| Sugg. Term     | Seq # | Course ID | Course Title              | Cr. | Term Offered | Prereq(s)                   | Options Available |
|----------------|-------|-----------|---------------------------|-----|--------------|-----------------------------|-------------------|
| Fall or Spring | 1     | PDV 101   | First Year Seminar        | 1   | F, Sp, Su    |                             |                   |
|                | 2     | BUS 245   | Principles of Marketing   | 3   | F, Sp, Su    |                             |                   |
|                | 3     | BUS 244   | Business Statistics       | 3   | F, Sp, Su    | MTH 052, 052A, or Placement |                   |
|                | 4     | BUS 188   | Social Media for Business | 3   | Fa, Sp, Su   |                             |                   |
|                | 5     | MKT 254   | Advertising and Promotion | 3   | F, Sp, Su    |                             |                   |
|                | 6     | MKT 251   | Consumer Behavior         | 3   | F, Sp, Su    |                             |                   |
|                | 7     | BUS 278   | Data Analytics            | 3   | F, Sp, Su    | BUS 244                     |                   |

Total Program Credits

19