

Business, Certificate

MARKETING

School of Business

Program Description

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.	Prereq/Coreq(Co)	Options Available
Fall	1	PDV 101	First Year Seminar	1		
	2	BUS 245	Principles of Marketing	3		
	3	BUS 244	Business Statistics	3	BUS 120 with a "C" or Better or MTH 052	
	4	BUS 188	Social Media in Business	3		
Spring	5	MKT 254	Advertising and Promotion	3		
	6	MKT 251	Consumer Behavior	3		
	7	BUS 278	Data Analytics	3	BUS 244	

Minimum Program Credits

19

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