

MARKETING

Career Studies Certificate

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Purpose: The curriculum is designed to offer students already employed in marketing sales and promotion the opportunity for improving skills and advancement on the job. For students interested in exploring marketing as a career, this certificate is designed to acquaint students with the fundamental skills.

Recommended Preparation: Students should possess a proficiency in high school English and a strong background in basic arithmetic operations.

One Year		Credits
1st Semester		
ENG	111 College Composition I or ENG Elective	3
ITE	115 Intro. to Computer Applications & Concepts	3
MKT	201 Introduction to Marketing	3
MKT	228 Promotion	3
SDV	Elective	<u>1</u>
Total		13
2nd Semester		
BUS	125 Applied Business Math	3
MKT	200 Consumers, Marketing and Society	3
MKT	215 Sales & Marketing Management	3
MKT	275 International Marketing or MKT 282 Principles of eCommerce	3
SPD	110 Intro. to Speech Communication	<u>3</u>
Total		15

Total credits for the Marketing Career Studies Certificate = 28.