

MARKETING

Promotion and Public Relations

Career Studies Certificate

AN, ELI*

Purpose: This one-year curriculum is designed to offer students already employed in promotion and public relations the opportunity to improve and update their skills allowing for advancement on the job. Interested students will have an opportunity to explore this field as a career and become acquainted with fundamental skills.

Recommended Preparation: The student should possess a proficiency in high school English.

*Graduation requirements are certified by a faculty advisor at a campus offering this major.

One Year		Credits
1st Semester		
ENG	111 College Composition I	3
ITE	115 Intro. to Computer Applications & Concepts	3
MKT	201 Introduction to Marketing	3
SDV	Elective	<u>1</u>
	Total	10
2nd Semester		
ENG	116 Writing for Business or ENG Elective	3
ITD	110 Web Page Design I	3
MKT	221 Public Relations	3
MKT	228 Promotion	<u>3</u>
	Total	9

Total credits for the Promotion and Public Relations Career Studies Certificate = 19.