

# 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

<b>COURSE</b>	<b>COURSE TITLE</b>	<b>CREDITS</b>
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
	<b>credits:</b>	25/26
	<b>Total Credits:</b>	<b>25/26</b>