

# MARKETING CERTIFICATE – B078

## CONTACT

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COURSE TITLE	COURSE NUMBER	PRE-REQUISITES	CREDITS
<b>PROGRAM REQUIREMENTS</b>			<b>24</b>
Computer Applications	BUS 115		3
Introduction to Business <u>or</u> Principles of Management	BUS 101 MGT 230		3
Business Communications	BUS 220	ENG 101	3
Retailing and E-Commerce	MKT 110		3
Advertising and Promotion	MKT 226		3
Sales and Customer Service	MKT 227		3
Principles of Marketing	MKT 240		3
Professional Etiquette	BUS 112		1
Ethics in Business	BUS 113		1
Money Management	BUS 114	Prerequisite: Eligibility for MTH 085	1
<b>Total Credits</b>			<b>24</b>

## PROGRAM OVERVIEW

This certificate option prepares students for careers in marketing management, advertising and retail management. Students will learn marketing principles; advertising strategies; sales and customer service skills; and retail management objectives.

## NOTES

Depending on course selection, 100% of this program can be completed online.