

## Marketing Certificate of Achievement - Active

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Department: Business

Approval: December 2018

Effective Semester: Fall 2019

A certificate in Marketing prepares students for an entry level job in marketing, sales, advertising, social media marketing and consumer behavior.

### Learning Outcomes

Upon completion of this program, students will be able to:

- Create an integrated marketing communications plan which includes target audience analysis, pricing objectives, promotional strategies and measures of effectiveness.
- Organize a marketing team that effectively coordinates with other functional areas using effective principles of leadership and communication.
- Calculate and forecast pricing, revenue, sales and profit scenarios in a marketing environment.
- Produce marketing correspondence and materials using common software applications.

The minimum time for completion of this certificate is 2 semesters. Completion time will vary based on student preparation and number of classes completed per semester.

### Courses Required for the Certificate of Achievement in Marketing

Course	Units
<b>Required courses:</b>	
MRKT 122 - Professional Selling	3.00
MRKT 140 - Introduction to Marketing	3.00
MRKT 150 - Consumer Behavior	3.00
MRKT 170 - Advertising and Integrated Marketing Communication	3.00
MGT 231 - Introduction to Supervision and Management	3.00
INTR 163 - International Marketing	3.00
MRKT 180 - Social Media Marketing	3.00
Total:	21.00
<b>Choose one of the following Business options:</b>	
GNBS 119 - Introduction to Business	3.00
SMBS 135 - Ownership and Operation of a Small Business	3.00
Total:	3.00
<b>Choose one of the following Computer options:</b>	
MABS 60 - Introduction to Computer Applications for Business	3.00
MRKT 145 - Computer Marketing Applications	3.00
Total:	3.00
<b>Total:</b>	<b>27.00</b>

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