

BUSINESS ADMINISTRATION, MARKETING - CERTIFICATE



MRKC

This certificate provides students with both an academic foundation and practical skills development in the field of marketing. It is ideal for individuals already working in the business world who seek a background in marketing or those who wish to explore the field by studying a variety of up-to-date topics.

Note: All credits earned in this certificate program can be applied toward the associate degree program in Business with a concentration in Marketing or General Business. Many courses require prerequisites, corequisites and/or testing. See course descriptions for details.

Certificate Requirements

Code	Title	Hours
ACCT 1010	Financial Accounting	4
BUSN 1000	Workplace Relationships	3
BUSN 1010	Introduction to Business	3
BUSN 2060	Principles of Marketing	3
BUSN 2061	Marketing Communications	3
BUSN 2063	Sales	3
BUSN 2065	Advertising Principles	3
BUSN 2050	Principles of Management	3
Subtotal		25
Total Hours		25

Recommended Course Sequence

Course	Title	Hours
Year 1		
Semester 1		
ACCT 1010	Financial Accounting	4
BUSN 1010	Introduction to Business	3
Hours		7
Semester 2		
BUSN 1000	Workplace Relationships	3
BUSN 2060	Principles of Marketing	3
Hours		6
Year 2		
Semester 1		
BUSN 2061	Marketing Communications	3
BUSN 2063	Sales	3
Hours		6
Semester 2		
BUSN 2065	Advertising Principles	3
BUSN 2050	Principles of Management	3
Hours		6
Total Hours		25