Hours

25

BUSINESS ADMINISTRATION, MARKETING - CERTIFICATE



MRKC

Business associate degree programs and the following business certificate programs: Accounting (ACTC), Finance (FNSC), Management (MGTC), and Marketing (MRKC) in the Business and Professional Studies Department are accredited by the Accreditation Council for Business Schools and Programs (https://nam02.safelinks.protection.outlook.com/?url=https %3A%2F%2Facbsp.org%2F&data=05%7C01%7Cdscattone %40ccri.edu%7C9eba04764b6a435a1cde08db3145797f

%7C&sdata=mWAE57hYacziLVqahsZtxfX1wgzXYdAgp9gKPe3y2AM %3D&reserved=0) (ACBSP) which attests to our high standards and excellence in teaching. Professional Studies associate degree programs and all other certificate programs in the Business and Professional Studies Department have been approved through the curriculum review process at the Community College of Rhode Island and have been affirmed by the Office of Postsecondary Education of the Rhode Island Department of Education.

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.

Program Learning Outcomes

Upon completion of this program, a student will be able to:

- Describe what marketing entails and show how the components are implemented.
- 2. Demonstrate how creating value leads to customer loyalty.
- 3. Design appropriate and effective advertising plan strategies.
- Demonstrate appropriate research strategies to make informed decisions.
- Demonstrate the effectiveness of the various components of integrated marketing communications through various channels -including written and oral communications.

Certificate Requirements

Code	Title	Hours
ACCT 1010	Financial Accounting	4
BUSN 1000	Workplace Relationships	3
BUSN 1010	Introduction to Business SSCI; Written Communication Social and Professional Responsibilities	on; 3
BUSN 2050	Principles of Management [^]	3

Total Hours		25
BUSN 2065	Advertising Principles	3
BUSN 2063	Sales	3
BUSN 2061	Marketing Communications	3
BUSN 2060	Principles of Marketing	3

Recommended Course Sequence

Title

Total Hours

Course

	Year 1		
	Semester 1		
	ACCT 1010	Financial Accounting	4
	BUSN 1010	Introduction to Business	3
		Hours	7
	Semester 2		
4	BUSN 1000	Workplace Relationships	3
		₀ ஜெ <mark>ர்ந</mark> ciples 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