

INTEGRATED MARKETING & PROMOTION, CAREER PATHWAY CERTIFICATE

Program Code: CC.INTMARKPRO

Students who successfully complete this pathway will be prepared to develop integrated marketing and promotional strategies within the current business environment. Skills developed in this pathway should enhance effectiveness of the marketing and promotional functions for small business owners and develop practical marketing and promotion skills for employees working within the marketing function.

For information contact Beverly Forney, 503-594-3115 or beverlyf@clackamas.edu.

Outcomes

Program Outcomes

Upon successful completion of this program, students should be able to:

- demonstrate a conceptual understanding of the strategic organization through the integration of the functional areas of business into a comprehensive marketing plan;
- develop a marketing plan;
- develop a promotional plan;
- prepare and deliver effective presentations.

Requirements

Code	Title	Credits
BA-223	Principles of Marketing	4
BA-238	Sales	4
BA-239	Advertising	4
BA-261	Consumer Behavior	4
Total Credits		16

Courses in this program can be applied to satisfy requirements in the [Marketing Certificate](#).