

MARKETING, CERTIFICATE

Program Code: CC.MARKETING

This certificate focuses on technical marketing skills in areas such as need identification, product and service development, determining price, communicating information to potential customers, and distributing the products to customers.

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Outcomes

Related Instruction Outcomes

Computation

- 1 course - BA-104 Business Math
- Use appropriate mathematics to solve problems

Communication

- 1 course - WR-121 English Composition
- Read actively, think critically, and write purposefully and capably for professional audiences

Human Relations

- 1 course - BA-285 Human Relations in Business
- Engage in ethical communication processes that accomplish goals

Program Outcomes

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

- demonstrate the skills necessary for entry-level employment in areas such as retail and wholesale sales, marketing management, market research and advertising and distribution;
- develop a business plan;
- develop a marketing plan;
- develop a promotional plan;
- launch an entrepreneurial endeavor;
- prepare and deliver effective presentations;
- demonstrate an understanding of fundamental business concepts through the integration of the functional areas of business into a comprehensive plan.

Requirements

Course	Title	Credits
Fall Term		
BA-101	Introduction to Business	4
BA-104	Business Math	3
BA-131	Introduction to Business Computing	4
WR-121	English Composition	4
Credits		15
Winter Term		
BA-156	Business Forecasting	3
BA-223	Principles of Marketing	4
BA-239	Advertising	4

Course	Title	Credits
BA-285	Human Relations in Business	4
Credits		15
Spring Term		
BA-205	Business Communications With Technology	4
BA-226	Business Law I	4
BA-238	Sales	4
BA-261	Consumer Behavior	4
Credits		16
Total Credits		46

Courses in this program can be applied to satisfy elective requirements in the [Business AAS](#).

Careers

Career opportunities include:

- wholesale and manufacturing sales representative
- insurance and financial sales agents
- marketing and advertising assistants