

Marketing Level I Certificate (3617)

The Marketing Certificate provides a fundamental knowledge of the marketing career field in addition to computer-related hands-on experience.

First Semester – 15 Hours

BUSI	1301	Introduction to Business	3
ITSC	1309	Integrated Software Applications I	3
MRKG	1311	Principles of Marketing	3
MRKG	1301	Customer Relations	3
COMM	1307	Intro to Mass Communications	3

Second Semester – 12 Hours

BMGT	1301	Supervision	3
COMM	2324	Practicum in Electronic Media	3
SPCH	1321	Business & Professional Speech	3
MRKG	2380*	Cooperative Education – Business Marketing and Marketing Management	3

* Capstone course

Total Hours **27**