

MARKETING CERTIFICATE

18 Semester Credit Hours; Curriculum: 0446

Marketing is a blend of art and science, analysis and originality. The Marketing Certificate provides students with the opportunity to leverage creativity and strategic thinking to solve business challenges. Through direct experience building strategic plans, students will survey essential elements needed for a career in marketing, including market research, consumer behavior, public relations, advertising, and integrated marketing communications. Graduates will be ready for the challenges of tomorrow.

| Code | Title | Hours |
|----------------------------------|-------------------------------------|-----------|
| Courses for a Certificate | | |
| MKT 131 | Principles of Marketing | 3 |
| MKT 215 | Introduction to Advertising | 3 |
| MKT 230 | Consumer Behavior | 3 |
| MKT 236 | Marketing Research | 3 |
| MKT 240 | Introduction to Public Relations | 3 |
| MKT 270 | Integrated Marketing Communications | 3 |
| Total Hours | | 18 |

Marketing Certificate Pathway

The following Pathway is recommended for students pursuing the Marketing Certificate.

| First Year | | Hours |
|---------------------|-------------------------------------|-----------|
| Semester One | | |
| MKT 131 | Principles of Marketing | 3 |
| MKT 215 | Introduction to Advertising | 3 |
| MKT 230 | Consumer Behavior | 3 |
| MKT 236 | Marketing Research | 3 |
| Hours | | 12 |
| Semester Two | | |
| MKT 240 | Introduction to Public Relations | 3 |
| MKT 270 | Integrated Marketing Communications | 3 |
| Hours | | 6 |
| Total Hours | | 18 |

Note: Pathway is a recommended sequence of courses. Part-time students should contact the department chair to discuss the course sequence as well as course prerequisites and recommendations.

Program Learning Outcomes

1. Define the marketing mix and understand its relationship to business strategy.
2. Collaborate in teams to develop and implement strategic plans.