

MARKETING MANAGEMENT CERTIFICATE

18 Semester Credit Hours; Curriculum: 0444

This comprehensive certificate encompasses principles of marketing, consumer behavior, professional selling, public relations, advertising, customer service, business marketing, internet marketing and brand marketing. The certificate allows students to gain new credential quickly, to add many salable skills, and to build on previously obtained business knowledge. The difference between the A.A.S. in Marketing Management and the Marketing Management Certificate is that the A.A.S. students are required to take general education courses.

Code	Title	Hours
Courses for a Certificate		
MKT 131	Principles of Marketing	3
MKT 230	Consumer Behavior	3
MKT 236	Marketing Research	3
or MKT 270	Integrated Marketing Communications	
Select nine credit hours from MKT courses		9
Total Hours		18

Program Learning Outcomes

1. Create at least three portfolio projects that address the four P's of marketing.
2. Deliver marketing presentations using presentation software.
3. Analyze and solve marketing problems by completing comprehensive case studies.
4. Collaborate in teams to develop marketing plans and strategy.