

APPLIED MANAGEMENT & MARKETING ADVANCED TECHNICAL CERTIFICATE

The Applied Management & Marketing certificate prepares students for the rewarding challenges in management and marketing. Students are taught technical skills and best practices needed for success and advancement. The first year of the program concentrates on entry-level skills, attitudes, and knowledge. The second year emphasizes supervisory and management skills needed to manage various types of businesses and organizations as well as entrepreneurial skills to start their own business or organization. Classes utilize hands-on learning to create real-world experiences. Courses allow for part-time employment in career-related jobs. The Applied Management and Marketing certificate also provides a solid foundation for further education.

Completion of a Technical Skills Assessment is required.

General Education Core

Code	Title	Credits
HRPT-185	HUMAN RELATIONS IN ORGANIZATIONS	3.00
MTHPT-130	FINITE MATHEMATICS	4.00
Select one of the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
Total Credits		10.00

Program Requirements

Code	Title	Credits
ACCP-214	COMPUTERIZED ACCOUNTING	3.00
ACCP-231	PRINCIPLES OF ACCOUNTING I	3.00
or AC-231	PRINCIPLES OF ACCOUNTING I	
GNBPT-110	BUSINESS COMPUTER SKILLS	3.00
GNBPT-112	EXCEL	3.00
GNBPT-202	FINANCIAL BUSINESS APPLICATIONS	3.00
MGTPT-101	INTRODUCTION TO BUSINESS	3.00
MGTPT-205	SMALL BUSINESS MANAGEMENT	3.00
MGTPT-194/294	INTERNSHIP IN MANAGEMENT	3.00
MGTPT-220	SUPERVISION	3.00
MGTPT-270	BUSINESS ETHICS	3.00
MKTPT-130	INTRODUCTION TO MARKETING	3.00
MKTPT-207	RETAILING	3.00
MKTPT-235	CAREER SKILLS	3.00
Select 3 elective credits		3.00
Completion of a Technical Skills Assessment is required		
Total Credits		42.00