

MARKETING MANAGEMENT CERTIFICATE

The certificate in Marketing provides students with a background in marketing concepts, practices and issues. It is designed to prepare students with the skills necessary for success in the dynamic and highly competitive field of marketing. This program is intended for individuals seeking entry-level marketing career opportunities or who already are in an entry level position, as well as business professionals who want to update their skills in marketing. The certificate requires a total of 15 credits.

Program Requirements

Code	Title	Credits
Program Electives		
BUS-321	PRINCIPLES OF MARKETING	3.00
BUS-421	MARKETING RESEARCH	3.00
BUS-428	MARKETING MANAGEMENT	3.00
BUS-482	INTERNATIONAL MARKETING	3.00
BUS-494	INTERNSHIP IN BUSINESS	3.00
Total Credits		15.00