

CERTIFICATE OF ACHIEVEMENT



BUSINESS MARKETING

This Business Marketing Certificate of Achievement is designed to prepare students to be successful in the dynamic, creative, and fast-paced field of marketing. Students have the flexibility of choosing elective classes that meet their personal goals in their marketing education.

The certificate of achievement can be used to upgrade marketing skills for professionals already working in marketing positions or to develop new skills for those students wanting to explore marketing careers. This comprehensive program can prepare students to be effective in a variety of marketing careers including: sales and sales management, retail management, advertising, promotion, consumer behavior research, customer service, and small business marketing.

To acquire the **Certificate of Achievement in Business Marketing**, it is necessary to complete the following courses:

Required Courses		Units	N	IP	C
MGMT 101	Introduction to Business	3			
MRKT 170	Elements of Marketing	3			
Choose four courses from the following:					
GIS 120	Introduction to Geographic Information Systems and Spatial Analysis	4			
LOG 101	Supply Chain Management	3			
MGMT 141	International Marketing	3			
MRKT 171	Consumer Behavior	3			
MRKT 172	Advertising and Promotion	3			
MRKT 173	Principles of Selling	3			
MRKT 174	Small Business Marketing and Advertising	3			
MRKT 175	Retail Management	3			
Total units needed for Certificate of Achievement		18-19			
Units Completed					