

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