**Marketing Certificate of Achievement - In Review**

Department: Business

Effective Semester: Fall 2019

A certificate in Marketing prepares students for an entry level job in marketing, sales, advertising, social media marketing and consumer behavior.

Students may receive a Certificate of Achievement in Marketing by completing the following courses with a final grade of C or better.

**Learning Outcomes**
Upon completion of this program, students will be able to:

* Create an integrated marketing communications plan which includes target audience analysis, pricing objectives, promotional strategies and measures of effectiveness.
* Organize a marketing team that effectively coordinates with other functional areas using effective principles of leadership and communication.
* Calculate and forecast pricing, revenue, sales and profit scenarios in a marketing environment.
* Produce marketing correspondence and materials using common software applications.

The minimum time for completion of this certificate is 2 semesters. Completion time will vary based on student preparation and number of classes completed per semester.

***Courses Required for the Certificate of Achievement in Marketing***

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| **Course** | **Units** |
| **Required courses:** |
| MRKT 122 - Professional Selling | 3.00 |
| MRKT 140 - Introduction to Marketing | 3.00 |
| MRKT 150 - Consumer Behavior | 3.00 |
| MRKT 170 - Advertising and Integrated Marketing Communication | 3.00 |
| INTR 163 - International Marketing | 3.00 |
| MGT 231 - Introduction to Supervision and Management | 3.00 |
| MRKT 180 - Social Media Marketing | 3.00 |
| Total: | 21.00 |
| **Choose one of the following Business options:** |
| GNBS 119 - Introduction to Business | 3.00 |
| SMBS 135 - Ownership and Operation of a Small Business | 3.00 |
| Total: | 3.00 |
| **Choose one of the following Computer options:** |
| MABS 60 - Introduction to Computer Applications for Business | 3.00 |
| MRKT 145 - Computer Marketing Applications | 3.00 |
| Total: | 3.00 |
| **Total:** | **27.00** |