Certificate Program in Marketing Management

Provides the essential elements for entry into sales and promotional occupations. All credits earned may be applied toward an Associate in Science degree in Business Administration at the College.

First Semester

Course #	Title	Credits
BMK*201	Principles of Marketing (a)	3
*Select **one** of the following courses*:		
ART*141	Photography **or**	
GRA*110	Introduction to Computer Graphics	3

Second Semester

BMK*245	Integrated Marketing Communications (a)	3
	Directed Marketing or Communication Elective (c)	3
	Directed Marketing or Communication Elective (c)	3

Third Semester

BMK*207	Consumer Behavior (a)	3

Total 18

(a) Prerequisite and/or co-requisite required.
(b) To be selected in consultation with Business Administration faculty advisor.
(c) To be selected from ART*141, ART*142, CST*210, BBC*, BES*, BMG, BMK, COM*, GRA*, NMC*, ENG*106, ENG*202