



Business, Management, Marketing & Technology Pathway

Marketing Certificate

Individuals considering a marketing career should be good listeners, enjoy current events and look forward to the business challenges that come with changing cultural habits. Also important are the abilities to think creatively, communicate effectively, and manage time wisely to meet deadlines.

Minimum credits: 30
Minimum cumulative GPA: 2.0
Minimum JCC credits: 12
MACRAO agreement: No

GENERAL EDUCATION REQUIREMENTS (9 credits)

ENG 131	Writing Experience3
ENG 232	Technical & Business Writing3
MTH 112	Business Math3
	or MTH 120 or higher	

MARKETING REQUIREMENTS (18 credits)

BUS 101	Principles of Marketing3
BUS 132	Advertising & Promotion3
BUS 155	Human Relations3
BUS 200	E-Commerce3
BUS 233	Sales3
BUS 235	Retailing3

ELECTIVES

Select electives from classes in ACC, BUS, ECN, FIN, or ITE so that the certificate equals 30 credits.