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MARKETING – CERTIFICATE

page 1 of 1



*Business, Management, Marketing & Technology
Career Pathway*

MARKETING – CERTIFICATE

(MRKT.CERT)

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 grade in all courses:	2.0
Minimum JCC credits:	12
MACRAO agreement:	No

GENERAL EDUCATION REQUIREMENTS - (9 credits)

Take the following:

- ENG 131 Writing Experience
- ENG 232 Technical & Business Writing
- MTH 120 Beginning Algebra or higher

MARKETING CORE REQUIREMENTS — (18 credits)

Take the following:

- BUA 120 Human Relations
- BUA 122 Successful Small Business
- BUA 130 Customer Service
- BUA 131 Effective Selling
- BUA 230 Principles of Marketing
- BUA 231 Advertising, Promotion & Public Relations

ELECTIVES

Select electives from classes in ACC, BUA, CIS or ECN in order to meet 30 credits required for certificate.