

# Marketing Certificate



**Business, Management, Marketing &  
Technology Career Pathway**

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 Experience	.....3
ENG 232 Technical & Business Writing	.....3
MTH 112 Business Math	.....3
• or MTH 120 or higher	.....3

### MARKETING CORE REQUIREMENTS — (18 credits)

BUS 101 Principles of Marketing	.....3
BUS 132 Advertising & Promotion	.....3
BUS 155 Human Relations	.....3
BUS 200 E-Commerce	.....3
BUS 233 Sales	.....3
BUS 235 Retailing	.....3

### ELECTIVES

Select electives from classes in ACC, BUS, ECN, FIN, or ITE in order to meet 30 credits required for certificate.