

# MARKETING, SUB-BACCALAUREATE CERTIFICATE

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Marketing Certificate (post-associate/pre-baccalaureate). The undergraduate certificate in marketing offers a higher-level credential to students with an associate degree who need additional expertise in marketing to fulfill their career goals.

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## Major in Marketing

| Code   | Title                      | Hours     |
|--|----------------------------|-----------|
| <b>REQUIRED MARKETING COURSES</b>                |                            |           |
| BUAD 231   | Principles of Marketing    | 3         |
| MKTG 332   | Consumer Behavior          | 3         |
| <b>ELECTIVE MARKETING COURSES</b>                |                            |           |
| Marketing Electives - Choose 3 of the following: |                            | 9         |
| MKTG 333   | Personal Selling           |           |
| MKTG 335   | Advertising                |           |
| MKTG 336   | Retail Marketing           |           |
| MKTG 337   | Sales Force Administration |           |
| MKTG 431   | Marketing Research         |           |
| MKTG 435   | International Marketing    |           |
| MKTG 436   | Marketing Strategy         |           |
| <b>Total Hours</b>                               |                            | <b>15</b> |