MARKETING, SUB-BACCALAUREATE CERTIFICATE

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.

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. Through selected courses in consumers behavior, marketing research, marketing strategy and our multiple marketing elective courses, students develop strong communication skills, consumer research ability, and strategic business acumen.

**Major in Marketing**

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