

MARKETING CERTIFICATE (M)

The student will demonstrate an understanding of foundational marketing concepts in the areas of general marketing, marketing research, international marketing, management, market analysis, and business planning.

Student Learning Outcomes for the Marketing Certificate

- Design and develop marketing solutions for current business environments.
- Evaluate and apply marketing practices to create measurable results.
- Develop effective communication principles and strategies for areas of organizational leadership and media.

Curriculum

Code	Title	Hours
MKTG 131	Principles of Marketing	3
MKTG 426	Marketing Research	3
MKTG 440	International Marketing	3
MKTG 422	Marketing Management	3
ENTR 362	Planning New Ventures	3
Total Hours		15