

MARKETING CERTIFICATE OR MINOR (EC)

Code	Title	Hours
Required Courses		18
BUS 272	Organizational Management Principles	3
MKTG 422	Marketing Management	3
Select four of the following:		
MKTG 223	Public Relations	
MKTG 304	Retail Management	
MKTG 325	Promotion & Advertising	
MKTG 345	E-Commerce	
MKTG 426	Marketing Research	
MKTG 440	International Marketing	