

# MARKETING CERTIFICATE (ACC)

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## Curriculum

Code	Title	Hours
<b>Required Courses</b>		<b>18</b>
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	