

Marketing Certificate (2271)

This certificate is designed to prepare students to manage or work within organizational units related to the field of marketing. Students will study a wide range of subjects including those within the growing fields of direct and Internet marketing, marketing of services, advertising, and others.

Required:

BUSM 1300Introduction to Business3
BUSM 1330Business Ethics3
BUSM 1400Professional Personal Selling3
BUSM 1700Principles of E-Business3
BUSM 2200Organizational Behavior3
BUSM 2500Principles of Marketing3
BUSM 2510Marketing Information and Research3
ECON 2600Principles of Microeconomics3
	Choose course(s) from the Electives list.3

Certificate Total: 27

Electives: minimum 3 credits

ACCT 1100Introduction to Financial Accounting4
BUSM 2000Principles of Management3
BUSM 2520Marketing of Services3
BUSM 2530Advertising3
BUSM 2550Direct and Internet Marketing3
BUSM 2560International Marketing3