

**Business Specialist - Marketing**

College Credit Certificate | Code: 65016 | 12 Credits

CIP (0552020103)

Effective Term: Fall 2017 (2177)

The Business Specialist College Credit Certificate program is the first in a series of three College Credit Certificate programs designed to prepare students for employment in entry-level positions in the following areas: accounting/budgeting, business management, finance, human resources, international business, marketing, small business. There is only one College Credit Certificate in Business Specialist. Students may select one of the 6 options, but the certificate is awarded only once.

MAJOR COURSE REQUIREMENTS (12.00 Credits)

MAR 1011	Principles of Marketing	(3 credits)
MAR 1720	Marketing in a Digital World	(3 credits)
MAR 2101	Social Media Marketing	(3 credits)
MKA 1511	Principles of Advertising and Copywriting	(3 credits)