

**Business Operations - Marketing**

College Credit Certificate | Code: 65027 | 18 Credits

**CIP (0552020104)**

**Effective Term: Fall 2017 (2177)**

The Business Operations College Credit Certificate program is the second in a series of three College Credit Certificate programs designed to prepare students for employment and advancement in the following areas: accounting/budgeting, business/ management, customer service, finance, human resources, international business, marketing, nonprofit, real estate, retail and small business. There is only one College Credit Certificate in Business Operations. Students may select one of the 4 options, but the certificate is awarded only once.

**MAJOR COURSE REQUIREMENTS (18.00 Credits)**

MAR 1011	Principles of Marketing	(3 Credits)
MAR 1720	Marketing in a Digital World	(3 Credits)
MAR 2101	Social Media Marketing	(3 Credits)
MAR 2150	International Marketing	(3 Credits)
MAR 2520	Hispanic Marketing	(3 Credits)
MKA 1511	Principles of Advertising and Copywriting	(3 Credits)