

## DEGREES & CERTIFICATES

### MARKETING CERTIFICATE OF ACHIEVEMENT (CA)

#### About the Program

The Certificate in Marketing Management is designed for an entry-level understanding of marketing and business management. Students will complete course work that emphasizes customer segmentation, marketing plans, management marketing research, consumer behavior, customer service, sales, social media marketing, and marketing communication.

#### Program Goals and Objectives

This Certificate of Achievement is part of the Career Technical Education program and designed to prepare students to pursue marketing opportunities. Prepares individuals to undertake and manage the process of developing both consumer and business markets and communicating product benefits to targeted market segments. Fulfills a portion of the Associate of Arts degree in Marketing.

#### Career Opportunities

Entry-level career opportunities in marketing management, e-commerce, advertising and promotions, public relations, social media coordinator, sales, retail, marketing consultant, and customer service. Students can use their certificate in marketing as a stepping stone to further education or, if students feel adequately prepared, can jump straight into a marketing career.

#### Program Outcomes

- Upon completion of the Certificate of Achievement in Marketing, students are able to construct a marketing plan using all the elements of the marketing mix and defining a target market.
- Upon completion of the Certificate of Achievement in Marketing, students are able to describe the role of marketing in building and managing customer relationships.
- Upon completion of the Certificate of Achievement in Marketing, students are able to demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

#### Required Core: (12 Units)

|  |   |
|--|---|
| BUSN 40 Introduction to Business.....  | 3 |
| MKTG 50 Introduction to Marketing..... | 3 |
| MKTG 56 Marketing Strategies.....      | 3 |
| MKTG 61 Professional Selling.....      | 3 |

#### List A: Select One (3 Units)

|   |   |
|---|---|
| BUSN 45 Entrepreneurship.....                         | 3 |
| BUSN 56 Introduction to Management.....               | 3 |
| BUSN 58 Small Business Management.....                | 3 |
| BUSN 86 Management Strategies & Dilemmas.....         | 3 |
| BUSN 87 Organizational Management and Leadership..... | 3 |

#### List B: Select from Below (3 Units)

|  |       |
|--|-------|
| WRKX 94 Occupational Work Experience/Internship..... | 1 - 8 |
| WRKX 95 General Work Experience.....                 | 1 - 6 |
| BUSN 52 Business Communications.....                 | 3     |
| CMST 1 Fundamentals of Public Speaking.....          | 3     |