

Certificate of Achievement: Marketing

Certificate Student Learning Outcome:

Students will be able to analyze key issues relating to marketing principles, design marketing strategies, and integrate those strategies in business operations.

Program Requirements:

Units Required: 21

		Units:
BUS-100	Introduction to Business	3.0
BUS-110	Principles of Management	3.0
BUS-140	Principles of Marketing	3.0
BUS-141	Principles of Advertising	3.0
BUS-142	Principles of Selling	3.0
BUS-190	Principles of Electronic Commerce	3.0
OR		
BUS-192	E-Business Strategy	3.0
BUS-211	Business Law	3.0