

# MARKETING

## Certificate

Course	Number		Credit Hours
<b>GENERAL EDUCATION</b>			
ENGL	1100	Communication Skills <b>or</b>	
ENGL	1101 *	English Composition I	3
READ	1100	Reading Skills <b>or</b>	
ENGL	1102 *	English Composition II	3
MATH	1104	Applied Mathematics <b>or</b>	
OADM	1208	Mathematics for Office Careers <b>or</b>	
MATH	1111 *	College Algebra	3
<b>MAJOR FIELD COURSES</b>			
OADM	1101**	Office Accounting Procedures <b>or</b>	
ACCT	2101 *	Principles of Accounting I	3
CAPS	1101**	Introduction to Computers <b>or</b>	
MGIS	2201 *	Fundamentals of Computer Applications	3
MRKT	2210**	Introduction to Marketing	3
MRKT	2211**	Professional Selling	3
MRKT	2214**	Advertising and Sales Promotion	3
MRKT	2218**	Retail Organization and Management	3
MRKT	2220	Customer Relationship Development	3
OADM	1140***	Basic Keyboarding	1
Major Field Elective:		MGMT 2201, OADM 1232, SPAN 1001, 1100	3
<b>PHYSICAL EDUCATION</b>			
PHED		Activity Elective*	1
		Total	<u>35</u>

\*These credit hours will transfer into both the AAS in Marketing and the BAS in Technology Management.

\*\*These credit hours will transfer into the AAS in Marketing. They will also transfer into the BAS in Technology Management degree as Technology Credits, subject to a maximum of 18 technology credit hours.

\*\*\*Credit-by-examination may satisfy this requirement.