

MARKETING
Mini-Certificate

This mini-certificate in Marketing is designed for the individual who is employed as a manager or supervisor, or who is planning on promotion into the area of management or marketing. The program is primarily for those employees who already have mastered technical skills, but desire a background in decision-making, human relation skills, and other techniques and skills used in business.

Course	Number		Credit Hours
MAJOR FIELD COURSES			
MRKT	2210	Introduction to Marketing	3
Electives (3): Three courses must be chosen from the following list of electives. Choices should be made in accordance with the career goals of the students and with the advice of the Management/Marketing faculty. Each course is 3 credit hours.			
MGMT	2207	Small Business Management	
MRKT	2211	Professional Selling	
MRKT	2214	Advertising and Sales Promotion	
MRKT	2218	Retail Organization & Management	
MRKT	2220	Customer Relationship Development	
		Total	12

Students applying for this mini-certificate must complete a Dalton State College application and meet other entrance requirements for certificate programs as indicated in the DSC Catalog under "Admission to Certificate Programs".