

MARKETING

Certificate

Course	Number		Credit Hours
GENERAL EDUCATION			
ENGL	1100	Communication Skills or	
ENGL	1101 *	English Composition I	3
READ	1100	Reading Skills or	
ENGL	1102 *	English Composition II	3
MATH	1104	Applied Mathematics or	
OADM	1208	Mathematics for Office Careers or	
MATH	1111 *	College Algebra	3
MAJOR FIELD COURSES			
OADM	1101**	Office Accounting Procedures or	
ACCT	2101 *	Principles of Accounting I	3
CAPS	1101**	Introduction to Computers or	
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
PHYSICAL EDUCATION			
PHED		Activity Elective*	<u>1</u>
		Total	35

*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.