

# Marketing Communications Certificate in Business

## Entrance Requirements:

Acceptable ASSET or COMPASS score, plus high school diploma

## Type of Program:

Day, night or online

## Type of Degree:

Certificate

## Employment Opportunities:

Advertising agencies, business-to-business sales, consumer sales, financial institutions, merchandising, retail stores, service companies.

- The purpose of this certificate is to provide students with a basic understanding of marketing.
- All courses in this certificate apply to the Marketing Associate in Business degree.

## Recommended Program Schedule

### *First Semester – Fall*

ENG 101	English Composition I*	3.0
CPT 101	Introduction to Computers	3.0
MKT 101	Marketing	3.0

### *Second Semester – Spring*

MKT 120	Sales Principles	3.0
MKT 130	Customer Service Principles	3.0
MKT 240	Advertising	3.0

**Total credit hours** **18.0**

\*General Education course

Note: Please contact your advisor for recommended evening, part time or online course schedules.