

# Marketing Communications Certificate in Applied Science

## Mission Statement

To provide students with a basic and practical introduction to the concept of marketing that will enhance their career opportunities and facilitate the pursuance of additional degree programs.

## Entrance Requirements:

Acceptable placement test score(s), plus high school diploma or GED

## Type of Program:

Day, evening, or online

## Employment Opportunities:

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

- 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 Applied Science degree.
- Listed below is the ideal grouping of courses in order by semester. Note, however, that many variables can affect this plan, and not every course is offered every semester. Please see your advisor to map out your own personalized progression toward graduation.

## Recommended Program Schedule

### *First Semester - Fall*

ENG	101	English Composition I*	3.0
CPT	170	Microcomputer Applications	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 Required Credit Hours: 18.0**

\*General education course

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

Visit <https://www.gvltec.edu/gainful-employment/> for important information about the educational debt, earnings and graduation rates of students who attended programs.