

Marketing in the Non-Profit Sector Certificate in Applied Science

Mission Statement

To provide students an opportunity to pursue career positions in the non-profit marketing and business sector.

Entrance Requirements:

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

Type of Program:

Day, evening, or online

Employment Opportunities:

Non-profit organizations, event planning, government agencies, and political campaigns

- This program will prepare students for a business career as a director or marketing specialist in the non-profit service sector.
- 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

MKT	120	Sales Principles	3.0
MKT	123	Event Planning and Promotion	3.0
MKT	240	Advertising	3.0

Second Semester - Spring

BUS	270	SCWE in Business	3.0
MKT	111	Media Relations	3.0
MKT	245	Promotional Strategies	3.0

Total Required Credit Hours: 18.0

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.