

MARKETING ESSENTIALS (ADVANCED CERTIFICATE)

Catalog Effective Term: Fall 2024

Program Code: CVMKTE

Credential: Advanced Certificate

High Demand Occupation, High Skill Occupation, High Wage Occupation

The Marketing Essentials advanced certificate will provide students with the essential skills for daily marketing management, spanning the major elements of practice in marketing which would allow them to be hired directly into this field. This certificate can be applied to the AAS Marketing degree.

Program Admission Requirements:

Completion of the Digital Business Marketing and Sales certificate.

Minimum Credits Required for the Program: 18

| Course | Title | Credits |
|--------------------------------|---|-----------|
| Major/Area Requirements | | |
| BMG 111 | Business Law I | 3 |
| BMG 140 | Introduction to Business | 3 |
| BMG 181 | Introduction to Supply Chain Management | 3 |
| BMG 206 | Retail Principles and Practices | 3 |
| BMG 212 | Consumer Buying Behavior | 3 |
| BMG 230 | Principles of Management | 3 |
| | Credits | 18 |
| | Total Credits | 18 |