

## Marketing Certificate Program

A marketing certificate program provides educational training to those seeking career opportunities in the advertising, retailing and selling careers. The certificate can be earned in as little as one semester<sup>1</sup> and is fully transferable to the Associate of Applied Science Degree of Business Administration.

This Emphasis is designed to prepare students for entry-level positions in marketing, sales, Advertising, and promotion. *Interpersonal relations, leadership and decision-making are emphasized.*

Who is a certificate for? Individuals who are looking to grow in their career beyond their current position. People that are interested in areas such as:

- Advertising
- Personal selling
- Distribution
- Business Sales Networking
- Small Business operations
- Retail Management
- And Many, Many More

The certificate consists of four courses that are designed for individuals in the entry and mid-level Sales, Advertising or Marketing positions.

**Key skills:**

- Advertisement Planning
- Retail Concepts
- Personal Professional Selling
- Product Promotion And Development

Are you wondering why do some businesses succeed while others fail? What are the crucial skills needed to make a business profitable in today's global economy? These courses can help you understand these questions as well as make you part of the answer.

Course Number	Title	Credits
BADM 146	Personal Selling	3
BADM 242	Principles of Marketing	3
BADM 244	Retailing	3
BADM 248	Principles of Advertising	3
	Total Credits	12

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<sup>1</sup> Based on full-time student enrollment. Not all classes are offered every semester.