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The Marketing Certificate is designed to provide students with the knowledge and skills necessary to succeed in the marketing field. This certificate is a valuable asset for students seeking employment in marketing or related fields.

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MARKETING CERTIFICATE

OUTCOMES

After completing this certificate, students will be able to:

- Identify and describe the marketing process and its components.
- Analyze and evaluate marketing strategies and tactics.
- Develop and implement a marketing plan.
- Communicate effectively in a marketing context.

CURRICULUM

Required Courses (6 credits)

- MA 231 Introduction to Marketing (3 credits)
- MA 332 Marketing Strategy (3 credits)

Elective Courses (9 credits)

- MA 300 Advertising (3 credits)
- MA 400 Sales Management (3 credits)
- MA 332. Students may also choose from any of the 9 elective courses in the Marketing program.