

MARKETING CERTIFICATE (OCE ONLY)

The program is offered only through Online and Continuing Education (OCE).

The Marketing certificate equips students with the knowledge and skills related to business marketing: in such areas as sales, promotions management, consumer behavior, and international marketing. Ideal for individuals who work in sales or marketing, or who wish to develop their knowledge and skills in this area. Not open to students who are pursuing or have completed general business or marketing majors.

Certificate Requirements

20 credits

Code	Title	Credits
BNSS 250	CONTEMPORARY BUSINESS	4
BNMK 321	MARKETING	4
Select three of the following:		12
BNMK 420	SALES AND SALES MANAGEMENT	
BNMK 421	PROMOTIONS MANAGEMENT	
BNMK 426	INTERNATIONAL MARKETING	
BNMK 427	TOPICS IN MARKETING	
Total Credits		20

Prerequisites for this program are:

Code	Title	Credits
BNAC 261	MANAGERIAL ACCOUNTING	4
ECON 210	PRINCIPLES OF ECONOMICS	4
MATH 140	INTRODUCTION TO STATISTICS	3
MATH 160	FINITE MATHEMATICS WITH CALCULUS	5

Student Learning Outcomes

Upon successful completion of the program students should be able to:

- Understand and apply marketing concepts like consumer behavior, segmentation, positioning, and sales.
- Apply the elements of the marketing mix (Target Market, Product, Price, Place, and Promotion) to achieve customer and organizational satisfaction.
- Leverage qualitative and quantitative marketing research.