

## Marketing Certificate (2271)

This certificate is designed to prepare students to manage or work within organizational units related to the field of marketing. Students will study a wide range of subjects including those within the growing fields of direct and Internet marketing, marketing of services, advertising, and others.

### Required

Course	Title	Credit Hours
BUSM 1300	Introduction to Business	3
BUSM 1330	Business Ethics	3
BUSM 1400	Professional Personal Selling	3
BUSM 1700	Principles of E-Business	3
BUSM 2500	Principles of Marketing	3
BUSM 2530	Advertising	3
ECON 2600	Principles of Microeconomics	3
Select 2 course(s) from the BUSM Electives list		6
<b>Total Credit Hours</b>		<b>27</b>

### Business Management (BUSM) Electives

Course	Title	Credit Hours
BUSM 2520	Marketing of Services	3
BUSM 2550	Direct and Internet Marketing	3
BUSM 2570	Principles of Supply Chain Management	3