

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 2520	Marketing of Services	3
or BUSM 2550	Direct and Internet Marketing	
BUSM 2530	Advertising	3
ECON 2600	Principles of Microeconomics	3
Select course(s) from the Electives list		3-4
Total Credit Hours		27-28

Electives

Course	Title	Credit Hours
ACCT 1100	Introduction to Financial Accounting	4
BUSM 2000	Principles of Management	3