

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
Total Credit Hours		27

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