



Marketing C.A.

Curriculum Code: 0225

Effective: Fall 2020 – Summer 2025

Description

Certificate holders may improve their opportunities for advancement in this or a related area. Additional education enhances an individual's employment opportunities. Students in this curriculum learn the basics of marketing and its relationship to business operations. Students completing the Marketing certificate may apply credits toward a Field Sales or Marketing Associate degree.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522 or the Academic Advising Department, Gannon Building - StarZone, telephone number 517-483-1904.

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
BUSN 118	Introduction to Business	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3
MKTG 120	Sales	3 / 3
MKTG 200	Principles of Marketing	3 / 3
MKTG 202	Managerial Marketing	3 / 3

Program of Study Required Courses, Limited Choice – Communication and Composition – *Select one*

Course Code	Course Title	Credit / Billing Hours
COMM 130	Fundamentals Public Speaking	3 / 3
ENGL 121	Composition I	4 / 4
ENGL 127	Business Writing	3 / 3

Program of Study Required Courses, Limited Choice - Marketing – *Select four courses, a minimum of twelve credits*

Course Code	Course Title	Credit / Billing Hours
MKTG 130	Retailing	3 / 3
MKTG 140	Introduction to Advertising	3 / 3
MKTG 204	Marketing Research	3 / 3
MKTG 210	Marketing on the Internet	3 / 3
MKTG 221	Consumer Behavior	3 / 3
MKTG 229	Public Relations	3 / 3
MKTG 231	Independent Study in Marketing	1-3 / 1-3
MKTG 235	Marketing Internship	3 / 3

Total Credit Hours

30-31 credits / 30-31 billing hours

Recommended Course Sequence

Semester I	Semester II
BUSN 118	MKTG 120
MKTG 119	MKTG 202
MKTG 200	Limited Choice - Marketing
Limited Choice - Communication and Composition	Limited Choice - Marketing
Limited Choice - Marketing	
Limited Choice - Marketing	