



**Marketing Certificate
2016 – 2018**

The Marketing Certificate program offers students a flexible opportunity to acquire, develop and demonstrate a variety of marketing skills related to the broad spectrum of the Marketing function within their organizations. The certificate program requires 18 credit hours, consisting of five required courses and one elective of the student’s choice, as listed below.

Certificate Requirements	18 cr
• MAR 101 Marketing & Entrepreneurship	3
• MAR 218 Advertising	3
• MAR 323 Personal Selling	3
• MAR 324 Consumer Behavior	3
• MAR 306 Marketing Management	3
<i>Select one of the following:</i>	3
• <i>MAR 215 Marketing Channels</i>	
• <i>MAR 315 Marketing for Non-Profit Organizations</i>	
• <i>MAR 406 Marketing Research</i>	