

Marketing Management Program

Certificate Requirements • 2007

Marketing Management	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 225
<input type="checkbox"/>	MKT 248
<input type="checkbox"/>	MKT 251
<input type="checkbox"/>	MKT 271
Two courses from:	
<input type="checkbox"/>	MKT 211
<input type="checkbox"/>	MKT 230
<input type="checkbox"/>	MKT 236
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	MKT 270
Three MKT electives:	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

e-Business Marketing	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 165
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	WWW 131
Three credit hours from:	
<input type="checkbox"/>	MKT 151
<input type="checkbox"/>	MKT 215
<input type="checkbox"/>	MKT 230
Three credit hours from:	
<input type="checkbox"/>	MKT 225
<input type="checkbox"/>	MKT 239
<input type="checkbox"/>	MKT 270
Three credit hours from:	
<input type="checkbox"/>	MKT 266
<input type="checkbox"/>	WWW 171
<input type="checkbox"/>	WWW 210

Business Marketing	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 151
<input type="checkbox"/>	MKT 165
<input type="checkbox"/>	MKT 225
One course from:	
<input type="checkbox"/>	MKT 211
<input type="checkbox"/>	MKT 248
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	MKT 270

Small Business Marketing	
<input type="checkbox"/>	MGT 160
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 239
Courses to total six credit hours from:	
<input type="checkbox"/>	MKT 151
<input type="checkbox"/>	MKT 161
<input type="checkbox"/>	MKT 165
<input type="checkbox"/>	MKT 213
<input type="checkbox"/>	MKT 215
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	ACC 100

Marketing Communications	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 215
<input type="checkbox"/>	MKT 239
<input type="checkbox"/>	MKT 240
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	MKT 270
<input type="checkbox"/>	MKT 271
Two courses from:	
<input type="checkbox"/>	MKT 151
<input type="checkbox"/>	MKT 230
<input type="checkbox"/>	MKT 236
<input type="checkbox"/>	MKT 244

Sales Management	
<input type="checkbox"/>	MGT 121
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 211
<input type="checkbox"/>	MKT 249
<input type="checkbox"/>	MKT 261
<input type="checkbox"/>	MGT 118

Nonprofit Advancement	
<input type="checkbox"/>	MKT 132
<input type="checkbox"/>	MKT 134
<input type="checkbox"/>	MKT 135
<input type="checkbox"/>	MKT 136
<input type="checkbox"/>	MKT 240
<input type="checkbox"/>	MKT 244
Four credit hours of electives from MKT or MGT courses	
<input type="checkbox"/>	
<input type="checkbox"/>	

Professional Selling Skills	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 161
<input type="checkbox"/>	MKT 261
<input type="checkbox"/>	MGT 118
One course from the following:	
<input type="checkbox"/>	MGT 121
<input type="checkbox"/>	MGT 130
<input type="checkbox"/>	MKT 211
<input type="checkbox"/>	MKT 215
<input type="checkbox"/>	MKT 230
<input type="checkbox"/>	MKT 239
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	SPE 103

Customer Service	
<input type="checkbox"/>	MKT 151
<input type="checkbox"/>	MGT 251
One course from the following:	
<input type="checkbox"/>	MGT 101
<input type="checkbox"/>	MGT 121
<input type="checkbox"/>	MGT 205
<input type="checkbox"/>	MGT 232
One course from the following:	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 161
<input type="checkbox"/>	MKT 230
<input type="checkbox"/>	MKT 249
One course from the following:	
<input type="checkbox"/>	MGT 117
<input type="checkbox"/>	MGT 118
<input type="checkbox"/>	MGT 210
<input type="checkbox"/>	PSY 101
<input type="checkbox"/>	SPE 103
<input type="checkbox"/>	SPE 115

Public Relations Certificate	
<input type="checkbox"/>	MKT 131
<input type="checkbox"/>	MKT 240
<input type="checkbox"/>	MKT 243
<input type="checkbox"/>	MKT 244
Three credit hours from:	
<input type="checkbox"/>	MKT 132
<input type="checkbox"/>	MKT 247
<input type="checkbox"/>	MKT 265
<input type="checkbox"/>	MKT 270
<input type="checkbox"/>	MKT 271
Three credit hours from:	
<input type="checkbox"/>	EGL 101
<input type="checkbox"/>	EGL 111