



## Marketing Certificate

**Program:** Business

**Program Code:**

MRK

**Academic Area:**

Business and Experiential Education

**Type:**

Certificate of Accomplishment

**CIP Code:**

52.1499

## Program Statement

This certificate prepares students for entry-level or support positions in a marketing or sales department.

## Program Information

- This program requires 24 credits.
- All courses align with the Associate in Science in Business Administration Career (Marketing Management) program.
- Students who have taken courses at other institutions may receive transfer credit. All transfer credit requests for business related courses (ACC, BNK, BUS, LSM, MAN, MAR and RMN) must be approved by the Business Administration Department Chair.

## After Bristol

Graduates can work as marketing agents, customer service representatives, advertising agents, service representatives, marketing assistants, and sales people.

## Program Learning Outcomes

Students will be able to:

1. Apply knowledge of marketing principles, marketing functions, and marketing systems in diverse cultures and the global business environment.
2. Identify potential markets
3. Explain how companies use the segmentation process to create integrated marketing communications and build their brands
4. Articulate the skills needed to make ethical decisions based on research, analysis, and critical thinking
5. Identify the role that diversity plays in shaping a company's marketing strategies.

## Program Requirements



<b>Course #</b>	<b>Title</b>	<b>Credits</b>
CIS 111	Introduction to Business Information Systems	3
INT 210	Internship Experience I	3
MAN 101	Principles of Management	3
MAR 101	Principles of Marketing	3
MAR 114	Sales Principles	3
MAR 255	Advertising Procedures	3

## Recommended Course Sequence - Semester 1

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
CIS 111	Introduction to Business Information Systems	3
MAR 101	Principles of Marketing	3
MAN 101	Principles of Management	3

## Recommended Course Sequence - Semester 2

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
INT 210	Internship Experience I	3
MAR 114	Sales Principles	3
MAR 255	Advertising Procedures	3
<b>Total credits:</b>		<b>18</b>