



## Marketing Certificate

### Program Information

Transfer credits for any course in the Business Administration Department (ACC, BNK, BUS, LSM, MAN, MAR and RMN) must be approved by the Business Administration Department Chairperson.

### Program Goals Statement

This certificate prepares students for entry-level or support positions in a marketing or sales department. Courses transfer into the Business degree programs.

**Subject:** Business

**Type:** Certificate

### Campus

**Campus:**

Fall River

Item #

Title

Credits

### Program Requirements

ELECTIVE: Choose one 3-credit elective from ACC, BUS, MAN, MAR, or RMN

Item #	Title	Credits
CIS 111	Introduction to Business Information Systems	3
	Social Science Elective (3)	3
ENG 101	Composition I: College Writing	3
MAN 101	Principles of Management	3
MAR 101	Principles of Marketing	3
MAR 114	Sales Principles	3
MAR 253	Sales Management	3

### Choose one of the following

Item #	Title	Credits
COM 101	Fundamentals of Public Speaking	3
	Or	
COM 113	Interpersonal Speech	3



## Recommended Course Sequence - Semester 1

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
CIS 111	Introduction to Business Information Systems	3
ENG 101	Composition I: College Writing	3
MAR 101	Principles of Marketing	3
	And choose one of the following	
COM 101	Fundamentals of Public Speaking	3
	Or	
COM 113	Interpersonal Speech	3

## Recommended Course Sequence - Semester 2

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
MAN 101	Principles of Management	3
MAR 114	Sales Principles	3
MAR 253	Sales Management	3
	Business Elective	3
	<b>Total credits:</b>	<b>24</b>