



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.

Program: Business

Type: Certificate of Achievement

Campus

Campus:

Fall River

Program Goals Statement

Course #	Title	Credits
CIS 111	Introduction to Business Information Systems	3
	Business Elective	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
	COM 104 or COM 113	3

Recommended Course Sequence - Semester 1

Course #	Title	Credits
CIS 111	Introduction to Business Information Systems	3
ENG 101	Composition I: College Writing	3
MAR 101	Principles of Marketing	3
	COM 104 or COM 113	3



Recommended Course Sequence - Semester 2

Course #	Title	Credits
MAN 101	Principles of Management	3
MAR 114	Sales Principles	3
MAR 253	Sales Management	3
	Business Elective	3
	Total credits:	24