

Marketing

Certificates

The **Marketing certificate** requires a minimum of 31 credits in the courses listed below.

Field of Study Code: MARKE.CER

Total Credits Required	31
Program Requirements	19
Marke 2210 Principles of Marketing	3
Marke 2270 Internet and Social Media Marketing	3
Accou 2140 Financial Accounting	4
Busin 1100 Introduction to Business	3
Cis 1150 Understanding Computers, Information and Systems	3
Manag2210 Principles of Management	3

Program Electives..... **12**

Select 12 credits from the courses below.

Marke 1100 Consumer Marketing.....	3
Marke 1171 Database Marketing.....	3
Marke 1175 Customer Relationship Management	3
Marke 2220 Principles of Selling	3
Marke 2230 Principles of Retail.....	3
Marke 2240 Advertising	3
Marke 2250 Business to Business.....	3
Busin 1170 Electronic Business/Commerce.....	3

The **Consumer Marketing certificate** requires 12 credits in the courses listed below.

Field of Study Code: MARKE.CER.CON

Total Credits Required..... **12**

Program Requirements

Marke 1100 Consumer Marketing.....	3
Marke 2210 Principles of Marketing	3
Busin 1100 Introduction to Business	3

Program Electives..... **3**

Select three credits from the courses listed below.

Marke 2220 Principles of Selling	3
Marke 2240 Advertising	3
Cis 1150 Understanding Computers, Information and Systems	3

Contact Information:

If you are considering this program as an area of study, please contact the **Business & Applied Technology Division** office at 630-942-2592.

Program web site:

<http://www.cod.edu/academics/programs/business/marketing.aspx>